Digitized by the Internet Archive
in 2019 with funding from
Media History Digital Library

https://archive.org/details/motionpictureexh71jaye

MOTION PICTURE EXHIBITOR

JANUARY 15, 1964 Volume 71 Number 1

IN TWO SECTIONS • THIS IS SECTION ONE

Pioneers' Dinner Set For Feb. 17

(See page 9)

Physical Theatre-Extra Profits Dept.

Marshall Naify, former president, United California Theatres, was recently named president, United Artists Theatre Circuit, Inc., succeeding George P. Skouras, who became chairman of the board.

ADVERTISING—THE BREATH OF LIFE . . . *see editorial—page 4*

"PROPER" IS

SECOND WEEKS OF THE NATION'S FIRST ENGAGEMENTS AT LOEW'S STATE AND MURRAY HILL THEATRES, N. Y. AND VILLAGE THEATRE, L. A. TOPPING WHOPPING FIRST WEEKS!

NATALIE WOOD

A PAKULA-MULLIGAN PRODUCTION

Love WITH THE PROPER STRANGER

Written by ARNOLD SCHULMAN

NOW WATCH THE REST OF THE COUNTRY

A WHOPPER!

STEVE McQUEEN

AND THE CRITICS AGREE WITH THE PUBLIC!

"Another notch of triumph for producer-director team Alan J. Pakula and Robert Mulligan, who emerged so wonderfully with 'To Kill A Mockingbird'. Natalie Wood is excellent and so is Steve McQueen."
—Alton Cook, World-Telegram

"The performances of Natalie Wood and Steve McQueen are brilliant indeed and it would be only reasonable to expect Academy Award nominations for both!" *—Newsweek*

"Among the best of the year ... Natalie Wood, the best of our younger actresses, runs off with one of the juiciest roles of the year. She is a delight to watch." *—Jesse Zunser, Cue Magazine*

"Another hit by the Academy Award-winning team of Pakula-Mulligan. Exceptional portrayals by Natalie Wood and Steve McQueen!" *—Citizen-News, L. A.*

Co-starring
EDIE ADAMS

Also arring **HERSCHEL BERNARDI** and introducing **TOM BOSLEY** · Produced by ALAN J. PAKULA · Directed by ROBERT MULLIGAN · Music—ELMER BERNSTEIN · A PARAMOUNT RELEASE

IN "LOVE WITH THE PROPER STRANGER"!

The Trade Paper Read by Choice—Not by Chance

Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 109 Market Place, Baltimore, Md. 21202. New York field office: 1600 Broadway, Suite 604, New York 10019, West Coast field office: William M Schary, 818 S. Curson Ave., Los Angeles, Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.: Albert Erlick, editor; George Frees Nonamaker, feature editor; Mel Konecoff, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscription: $2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, $5 per year (50 issues). Special rates for two and three years on application. Single copy 25c. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WAlnut 2-1860.

Member Audit Bureau of Circulations

Volume 71 • No. 1 JANUARY 15, 1964

MOTION PICTURE
EXHIBITOR
Plus...
SHOWMEN'S TRADE REVIEW

ADVERTISING—THE BREATH OF LIFE

The famous merchant John Wanamaker once said, "Half the money I spend in advertising is wasted. The trouble is I don't know which half." Far from being a condemnation of advertising, this is a great tribute to it.

Advertising creates wants. In films, advertising creates the vital want-to-see. There is no substitute for it, and this is true in good times and bad. The wise businessman knows that a decilne in his business can never be offset by a corresponding decline in his advertising efforts.

When a business decline is accompanied by an advertising decline, the reason is fear. It is our opinion that frightened people are powerless to produce anything good. Motion pictures are a fragile product. They must be handled with care. Enthusiasm must spread from the film-maker to the distributor to the exhibitor. If any of them are afraid, that fear is quickly passed on down the line, and the product, entertainment on film, suffers irrevocable damage.

As a result of a study made of the films advertised in all motion picture trade papers, the following facts came to light:

MOTION PICTURE EXHIBITOR reviewed 213 feature films from 11 major film companies in 1963. Of this total, 111 or slightly more than half received individual advertisements anywhere in the trade journals.

There are interesting sidelights to this study as well. Three of the 11 film companies advertised at least 75 per cent of their product during the year. These three companies also finished the year in the most favorable financial positions. It is our feeling that there is a great deal more than coincidence behind this.

Millions of people cherish the movies as their popular entertainment. Keeping theatremen in the dark about upcoming films kills their chance to sell these films intelligently to the public. Exhibitors can not be expected to do the huge selling job by themselves. Information is their ammunition, and the picture that arrives unheralded is like a blank shell.

The lack of advertising proves a lack of confidence in the product that is this industry's life blood. Exhibition has been criticised for its failure to properly sell these attractions. It should be obvious that any resurge of showmanship can only come about with the support of distribution.

In the motion picture industry especially, advertising is truly the breath of life.

THIS IS EVERYBODY'S FIGHT

Subscription TV, Inc., has filed a huge law suit against individuals and organizations (primarily allied with exhibition) who have dared to oppose their efforts to install a boxoffice in California homes.

We are not lawyers as we have said before, but we are inclined to agree with the fine legal minds of this industry who have advised exhibitor leaders of the anti-toll tv fight that this suit is without merit. When the time comes that a man can not fight back when his industry and livelihood are threatened, we will have come to a sorry point in our history.

We suppose that Subscription TV is disappointed that the theatre industry won't do it a favor and lie down and die without a whimper. It appears from where we sit that the suit is an admission by toll tv proponents that the well organized opposition of the exhibitor committee and the host of citizens' groups not allied with the motion picture industry who also see the threat of pay tv has made its point most effectively.

The main objection to pay tv has always been that it must in the end kill off free tv. In addition, the irreparable harm it will do to other entertainment media even if it should fail its tests make it a danger that can not be ignored.

Opponents have asked a host of embarrassing questions about toll tv programming, costs, finnacing, etc., and proponents have failed in every case to come up with satisfactory answers. Their claims are still vague, even on the question of whether commercials will be eliminated.

It is not as though toll tv had not been tested. Indeed, these tests have been conducted not once, but many times. In Palm Springs, Toronto, Bartlesville, Hartford—the system has failed to prove itself. As the public learns more about it, enthusiasm wanes and a new appreciation of the dangers it represents builds up.

Exhibitors throughout the country are currently being asked to help support this fight for survival. Time is important, and money is needed. Contribute to the war chest. Attend the meetings in your area in which theatremen who know toll tv best are explaining the dangers. This is everybody's fight, and everybody must participate if it is to be won.

The important thing in this battle is that exhibition is not alone. Veterans' groups, labor unions, civic organizations can all be enlisted once they truly understand the nature of the effort. Tomorrow is too late.

If ever there was a program that deserved and required the assistance of every man and women interested in preserving the motion picture industry, this is it. Yet there are those in exhibition who will prefer to let the other fellow do it. There will be those who will refuse to join the battle but who will be perfectly willing to share the fruits of victory.

There are always such people, but let's keep them at an absolute minimum.

To every other industry member we say, join this fight now.

NEWS CAPSULES

FILM FAMILY ALBUM

Arrivals

Ken Lauber, executive of United Artists Music Company, and his wife are parents of a seven pound, five ounce girl, **Liza**, born at Doctor's Hospital in New York.

Alan Shulman, an attorney in the Columbia Pictures legal department, and his wife, Broadway actress **Phyllis Wynn**, are parents of their first child, a daughter, **Regan Abby**.

Diamond Ring

Mr. and Mrs. Benjamin Barolsky, of Paterson, N. J., announced the engagement of their daughter, **Katherine Charlotte Wolin**, to Sidney Ganis, a publicist with Columbia Pictures.

Obituaries

Charles Ehrlich, an operator of theatre games on the order of Bingo, died. He was a brother of the late **John Ehrlich** and was a member of Variety Club Tent 13. His wife, several brothers, and a sister survive.

Donald A. Robb, of the Paramount production department, died in Hollywood.

Frank Williams, 61, booker in Benton Theatres' offices at Saratoga Springs, N. Y., for more than three decades, died at his home in that city after a long illness. His wife, two daughters, and two sons survive.

Theatre Sues Unions

SAN FRANCISCO—Consolidated Theatres, operator of the Royal Theatre here, brought suit against three unions, a union federation and another theatre company.

The $1.5 million antitrust suit by the Royal is based on the union's seeking to place stage hands in the theatre under an agreement that would have cost the theatre $400 a week. The Consolidated company claimed that the unions knew that the Royal has not employed stage hands since it was opened in 1916 since it has no stage or work for such employees.

The suit also charges that the named conspirators in the Sherman Antitrust Act legal action kept the neighborhood Royal from securing first run product. Named as defendants in the action were the Theatrical Stage Employees Union, business manager E. C. Powell, operators' local 162, and business manager Henry Meyer; Theatrical Employees Local B-18 and its secretary-treasurer, William P. Sutherland; The Theatrical Federation of San Francisco and its secretary-treasurer, William P. Sutherland.

North Coast Theatres, Inc., which operates the United Artists and Esquire Theatres, and North Coast manager Harold Citron were named as co-conspirators, but not defendants in the action.

The owners of the Royal said that the defendants threatened and did picket the Royal last Nov. 27, and in so doing closed the theatre until Christmas, alleging that this was done to promote patronage at North Coast Theatres and draw patronage away from the Royal.

FORMS FOR THIS PAGE CLOSED AT 5 P.M., ON MON., JAN. 13

Disney Net Highest In Company History

BURBANK, CALIF. — Consolidated net profit, after taxes, of Walt Disney Productions and its domestic subsidiaries for the fiscal year ended Sept. 28, 1963, was $6,574,321, representing $3.81 per share on the 1,727,743 shares outstanding, which is the highest in the company's history, president Roy O. Disney said in his annual report to the shareholders. This compares with the previous year's consolidated net profit of $5,263,491, equal to $3.14 per share on the 1,674,804 common shares then outstanding.

Provision for income taxes of $6,100,000 was made for 1963 and compared with $5,650,000 for 1962.

During the year the company paid cash dividends of 40 cents per share plus three per cent in stock.

It was further stated by Disney that gross income for the year was $81,922,127, an increase of $6,310,300 over the $75,611,827 reported for 1962.

Film rentals for the year were $40,918,923, as compared with $42,408,634 last year; television income this year amounted to $8,259,723, an increase of $2,266,362 over last year; Disneyland Park revenues this year were $24,076,844, an increase of $4,020,120 over last year; and all other income from publications, newspaper comic strips, licensed cartoon characters, music records, and Celebrity Sports Center was $8,666,637, an increase of $1,513,529 over last year, most of which resulted from reflecting a full year of Celebrity's income compared with six months last year.

All product currently in release is profitable. All divisions and subsidiaries are operating profitably, Disney said.

SW Studies Del. Sites

WILMINGTON, DEL.—The Wilmington Evening Journal quoted an unidentified Stanley Warner official as saying that the corporation is "studying" possible new theatre sites in Delaware.

Richard Lederer, vice-president, Warner Brothers, and his wife are seen at the recent premiere of Warners' "Act One" at the Trans-Lux East, New York City.

BROADWAY GROSSES

Holdovers Satisfy

NEW YORK—Business in the Broadway first-runs was returning to a satisfactory normal average after big holiday results. There were no newcomers.

According to usual reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"4 FOR TEXAS" (Warners). Paramount announced that the third week would hit $25,000.

"CHARADE" (U). Radio City Music Hall, with usual stage show, did $94,000 from Thursday through Sunday, with the sixth week going to $135,000.

"THE CARDINAL" (Columbia). DeMille had $36,000 for the fifth week.

"BEST OF CINERAMA" (Cinerama). Loew's Cinerama reported $14,000 for the third week.

"IT'S A MAD, MAD, MAD, MAD WORLD" (UA-Cinerama). Warner Cinerama announced $34,000 for the eighth week.

"MOVE OVER, DARLING" (20th-Fox). Astor had a $14,000 third week.

"WHO'S BEEN SLEEPING IN MY BED?" (Paramount). Victoria stated the third week was $10,000.

"THE VICTORS" (Columbia). Criterion did $26,000 on the fourth week.

"CLEOPATRA" (20th-Fox). Rivoli claimed $18,000 for the 27th week.

"THE SWORD IN THE STONE" (Buena Vista). RKO Palace had a $15,000 third week.

"LOVE WITH THE PROPER STRANGER" (Paramount). Loew's State reported $30,000 for the third week.

Preminger-Para. Deal Set

NEW YORK—Otto Preminger and Paramount Pictures Corporation have entered into an agreement for the production and distribution of three major motion pictures, it was jointly announced by Preminger; Barney Balaban, president of Paramount; and George Weltner, Paramount vice-president.

The initial production under the agreement will be the film version of James Bassett's best-selling World War II novel, "Harm's Way."

By an amicable agreement with Columbia Pictures, Preminger is transferring this project to Paramount. He still maintains other commitments with both Columbia and United Artists.

AIP Appoints Horne

NEW YORK—American International Pictures' president James H. Nicholson and executive vice-president Samuel Z. Arkoff announce the appointment of David Horne as vice-president in charge of foreign distribution for American International Pictures Export Corporation.

Prior to joining AIP, Horne was executive vice-president and a member of the board of Titra Sound Corporation.

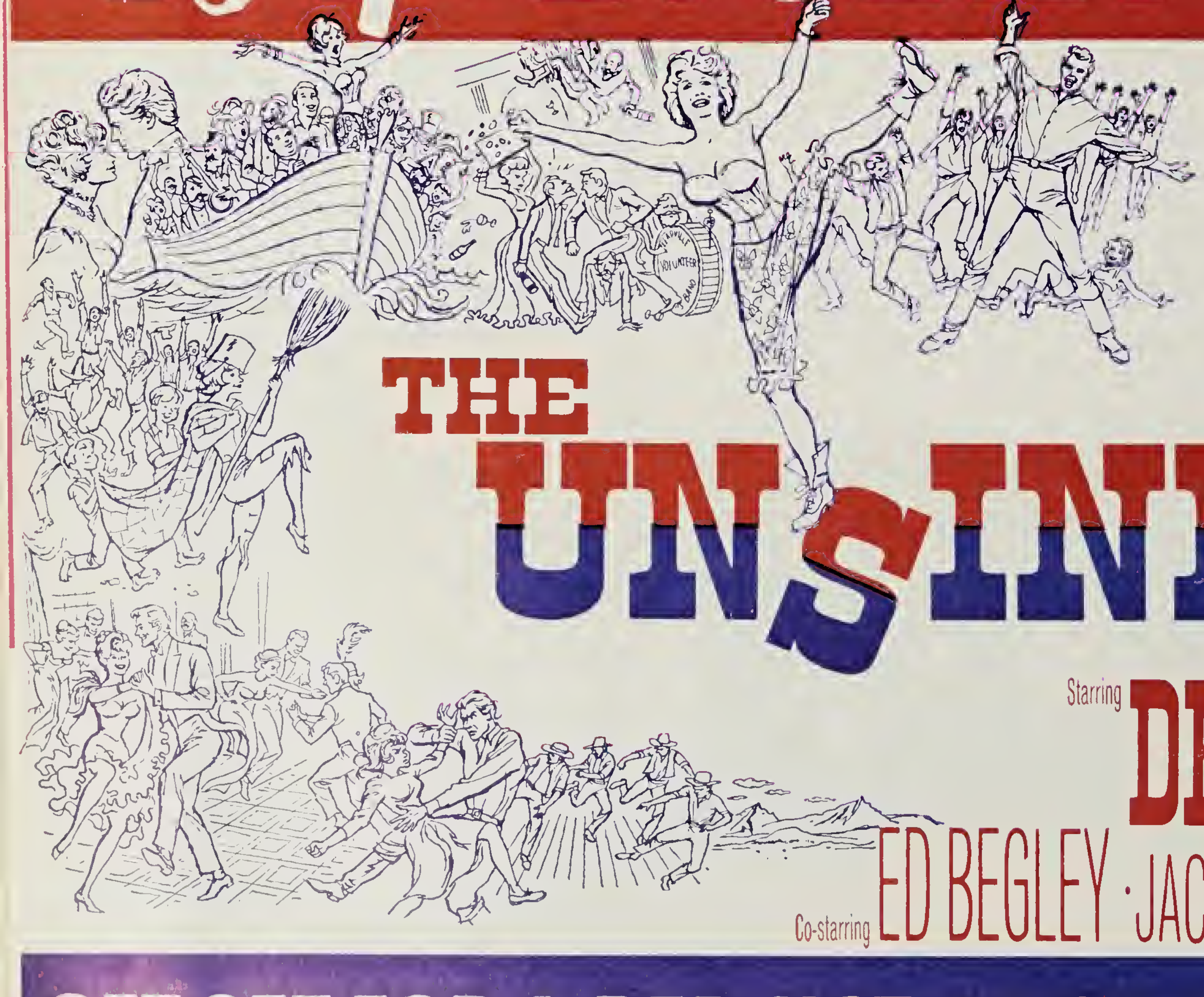
UNPRECEDENTE

UNBEATABLE FO

UNPARALLELE

UNSURPASSABL

UNFORGETTABL



METRO-GOLDWYN-MAYER presents
A LAWRENCE WEINGARTEN Produc

THE UNSINKABL

Starring **DEBBIE REYNOLD**

Co-starring ED BEGLEY · JACK KRUSCHEN · HERMIONE BADDEL

GET SET FOR A RED HOT 4th OF JULY! GET WITH TH

NTERTAINMENT!

HE 4th OF JULY!

itality, beauty, color!

tory, stars, scope!

ongs, music, dances!

It'll be 'man overboard!'
—women and children, too
—for the bubbliest
movie of the
summer season.
Debbie Reynolds is
'Molly' to the life—
irrepressible,
irresistible.
Harve Presnell
reaches stardom
with a splash.
And the whole cast
joins in the fun with
bounce and vitality.
All this plus a gold-mine
of wonderful songs by
Meredith 'Music Man' Willson.

MOLLY BROWN

ARVE PRESNELL

"THE UNSINKABLE MOLLY BROWN"
yrics by MEREDITH WILLSON
ARD MORRIS

Screen Play by
· HELEN DEUTSCH · Directed by CHARLES WALTERS · Associate Producer ROGER EDENS · IN PANAVISION® AND METRO COLOR

GGEST, BOUNCIEST ATTRACTION OF THE YEAR!

Exhibs Gird For Wage Law Fight

COMPO Needs Info To Build Case For Theatre Exemption From Provisions Of Any New Legislation

NEW YORK—Charles E. McCarthy, executive vice-president, Council of Motion Picture Organizations, Inc., stated that, "Motion picture theatres are again faced with the threat of having all their employees brought under the provisions of the Federal minimum $1:25 an hour wage law.

"Hearings are already under way before a House Labor sub-committee headed by Rep. James Roosevelt on the question of applying the law to around 500,000 hotel, motel, restaurant, laundry workers, theatres, and other groups now exempt, and to raise the general minimum to $1.50 an hour, or more.

"If these exemptions are removed, it will cost the industry more money in increased wages than was saved by the cut in the federal admission tax. Furthermore, it will inevitably result in the closing of many theatres, and heavy losses in invested capital.

"COMPO has been authorized by its executive committee to conduct a nation-wide campaign to retain the exemption of theatre employees, which it obtained three years ago. To accomplish this, COMPO needs your help, and needs it now.

"In order to conduct an effective campaign, it is essential that we have an up-to-date information on the number, hourly schedules and total payrolls for each classification of employees, and other pertinent data. It was on the basis of similar information that we were able to obtain theatre exemption in the last wage and hour bill enacted by Congress."

A questionnaire has been sent all exhibitors, who are asked to answer all the questions and mail it promptly to COMPO. The replies will be tabulated and the totals used in support of the case before members of Congress. Names or locations of individual theatres or circuits and individual replies will not be disclosed to anyone.

Goldstein Salute Ends Drive

NEW YORK—Warner Bros. will celebrate "Razz Goldstein Week" Feb. 22-29, honoring the company's vice-president and general sales manager, in the wind-up of the five-month "Winners from Warners" sales drive, which began Sept. 29, and will be concluded Feb. 29.

The company's Albany and Charlotte branches are in first and second places, respectively, in the cumulative standings at the end of the drive's 12th week, with only a single percentage point separating the two leaders.

Filmways Income Up

NEW YORK—Filmways, Inc., and subsidiary companies announced in unaudited consolidated statements of income for the three months ended Nov. 30, 1963 net income of $70,331, as compared to $44,880 for the same period in 1962. This was equal to 13 cents per share as compared to eight cents per share the year before.

COMPO Dues Campaign To Kick Off Feb. 4

NEW YORK—Feb. 4 has been set as the kick-off date for the next COMPO campaign to collect dues from exhibitors, it was announced by Charles E. McCarthy, executive vice-president of the Council of Motion Picture Organizations.

At that time, it is planned to hold meetings of all the major companies' sales forces in all of the country's exchange cities. All exhibitors in each exchange area will be divided among salesmen of the different companies, who will then call on exhibitors for their annual COMPO dues. This is a practice that has been in effect in all COMPO dues collections since COMPO was first organized. All contributions by exhibitors, as in the past, will be matched, dollar for dollar, by MPAA companies.

Fox Invests In Play; Acquires Filming Rights

NEW YORK—Twentieth Century-Fox has made a substantial investment in the production of the forthcoming Broadway comedy, "Never Live Over A Pretzel Factory," at the same time acquiring the motion picture rights. The play, written by Jerry Devine, is scheduled to open in New York on March 25 with Dennis O'Keefe starred.

With this project, Fox underscores the increasing importance of motion picture companies as a source of financing for Broadway productions.

Producers Paul Vroom, Buff Cobb, and Albert Marre will place "Never Live Over A Pretzel Factory" into rehearsal Jan. 27, with Marre directing. Its pre-Broadway tour begins at the Playhouse on the Mall in Paramus, N. J., Feb. 18 through March 1, and continues at the Colonial, Boston, from March 5 through 14. The play will open on Broadway March 25 after a series of previews.

"Never Live Over A Pretzel Factory" deals with three young men intent on making a small art film who become involved with an alcoholic screen star (O'Keefe) who induces them to expand their modest project to epic proportions.

At a recent luncheon in New York's Tower Suite, Joan Fontaine registered approval of plans for the Hollywood Pavilion at New York World's Fair 1964-65 to George Murphy.

SW Uptrend Continues; Theatre Expansion Planned

WILMINGTON, DEL.—At the annual stockholders meeting, S. H. Fabian, president of Stanley Warner Corporation, pointed out that the uptrend in profits which commenced with the February quarter one year ago has continued.

The first quarter of the present fiscal year ended Nov. 30, 1963. Merchandise sales, theatre admissions, and other income for this quarter totalled $36,919,700, which compares with similiar income of $34,208,900 in the November, 1962, quarter.

"The consolidated net profit for the quarter ended Nov. 30, 1963," said Fabian, "was $1,127,200, equivalent to 55 cents per share on the outstanding common stock. This is approximately 80 per cent more than the $629,800 or 31 cents per share earned in the November quarter last year.

"This is the fourth successive quarter in which earnings were larger than the corresponding quarter of the prior year. I feel confident that the net profit for our 1964 fiscal year, which will end next August, will show a healthy increase over the profit earned during the year ended Aug. 31, 1963."

Fabian reviewed the expansion in various divisions of the company. He noted that a new ultra modern shopping center theatre was opened Christmas Day in Hamden, Conn., and leases have been signed for two more such theatres in other parts of the country. Plans are underway for the further enlargement of the theatre division by acquiring additional properties in the newer population centers. He described the expansion in the Common Market of the Playtex and Sarong girdles and bras division and summed up the further development here and abroad in the chemical field.

The following directors were reelected: Harry M. Kalmine, W. Stewart McDonald, and Dr. Charles F. McKhann for the two year term expiring January, 1966.

New Broumas House Bows

YOUNGSTOWN, OHIO — The Boardman Plaza was dedicated to the 1936 graduating class of South High School at its recent opening by John G. Broumas, of Silver Spring, Md., president of the 40-house Broumas Theatres chain, who was a member of the class.

The new theatre and the Lincoln Knolls theatre both opened with Paramount's "Fun In Acapulco." Each has a capacity of 799 seats. A third Broumas Plaza theatre is scheduled to open at the Liberty Plaza.

Hudson First "Oscar" Star

HOLLYWOOD—Rock Hudson is the first star named to the cast of the 36th Annual Awards presentation of the Academy of Motion Picture Arts and Sciences, producer George Sidney announced.

The show will be carried over the combined radio and television facilities of the American Broadcasting Company April 13 from the Santa Monica Civic Auditorium.

New Year Sees Continued Action On Integration Front

SANFORD, N. C.—After demonstrating in the downtown area on Dec. 26 and 27, Negroes formally presented a list of demands including integration of motion picture houses and other public accommodations and then called off the demonstrations for the time-being in order to give a newly-appointed interracial Human Relations Committee time to act on the proposals.

The 34-member committee was appointed by Mayor Tommy Mann after the demonstrations began. He said it replaced another smaller 12-member group.

He said the former committee "went to a point, and that's as far as it could go." After meeting with the new group, he said he was "optimistic" about progress in ending Sanford's racial unrest and that the six requests submitted by the Negroes were "reasonable," and "I think they can be worked out."

At the meeting, the new group set up a mayor's coordinating committee and five subcommittees to seek to eliminate segregation in theatres and public accommodations; in restaurants; in hotels and motels; in employment; and in schools.

As the "breathing spell" began, the Sanford City Board of Aldermen adopted a resolution stating that it favored a policy of non-discrimination in all downtown businesses.

Negroes announced before Christmas that they would launch an all-out campaign aimed at total desegregation of all facilities and businesses. During the two days of demonstrations they staged their protests against segregation by lying and sitting on sidewalks and in front of doorways. During the period, a total of 193 warrants were issued by Sanford police against demonstrators on charges ranging from trespassing and obstructing sidewalks to inciting a riot. The cases have not been tried as yet.

Meanwhile, at High Point, where a similar armistice has been called in massive demonstrations against downtown theatres, the Rev. B. Elton Cox, field secretary of the Congress of Racial Equality, addressed a year-end telegram to the City Council expressing the hope that racial harmony could be achieved peacefully during 1964.

He said "un-Americanism or racial discrimination and segregation" are the United States' top domestic problem, and that "civil rights groups stand ready to make the new year a better one in race relations, human relationships, and Christian brotherhood."

At Durham, Floyd McKissick, Negro attorney and national chairman of CORE, who has been a militant leader in some theatre demonstrations, said, "we are going to continue demonstrations" during 1964 and that "demonstrations this year may take on some uniqueness. There may be a little more boldness than in the past year. But they will remain non-violent."

He said progress in 1963 was only a start and that white leaders in some areas are guilty of "deceit, false promises, and trickery in communities where so-called good faith has been indicated."

Durham theatres recently integrated, as have motion picture houses at Charlotte, where NAACP president Kelly M. Alexander, in a year-end statement, said he had noted "a definite trend" during 1963 on the part of white persons to avoid or halt demonstrations by making concessions, and that he looked for more of the same during 1964.

Pioneers Reschedule Zanuck Tribute For Feb. 17; Sinatra Special Guest

NEW YORK—William J. Heineman, president of the Motion Picture Pioneers, has announced that the 25th annual MPP dinner, honoring Darryl F. Zanuck as Pioneer of the Year, has been re-scheduled for Monday, Feb. 17, in the Imperial Ballroom of New York's Americana Hotel.

The fete was to have been held last Nov. 25, but was postponed in consideration of the national mourning period for President John F. Kennedy.

Heineman also announced that Frank Sinatra will apear at the tribute as special guest. George Jessel will essay his customary role as toastmaster for the affair. Other celebrities will be announced shortly.

Zanuck will be honored by the Pioneers "for his brilliant leadership that has reinvigorated 20th Century-Fox, restoring this distinguished company to its eminence in the international motion picture field; and for the vision and courage that have characerized his long career as one of the world's foremost film-makers. He has been president of 20th-Fox since July, 1962.

Chairman of the Silver Anniversary dinner is Seymour Poe, executive vice-president of 20th-Fox. His co-chairmen are Joseph M. Sugar and Jonas Rosenfield, Jr., Fox vice-presidents, and Marvin Kirsch, veteran industry figure and a vice-president of the Pioneers.

The Pioneers was formed in 1939, largely at the instigation of the late Jack Cohn, then president of Columbia Pictures. Cohn served the organization as its first president.

The dinner will also be the occasion for the induction of 106 new members into the MMP. Each inductee has, in compliance with the organization's by-laws, attained the minimum of 25 years or more service in the picture industry.

On the dais with Zanuck will be officers and directors of the Pioneers, including Heineman; Ned E. Depinet, vice-president; Burton E. Robbins, treasurer; and Robert Mochrie, secretary.

Zanuck is the only film producer ever to have received the coveted Irving Thalberg Award on three occasions. He is also a three-time Academy Award winner as producer of best picture of the year.

His most recent production, "The Longest Day," has already been established as the higheset grossing black-and-white film ever released, and the greatest box office success in 20th-Fox history.

VARIETY CLUB SUNSHINE COACH FOR CHILD

Children of the Institute of Physical Medicine and Rehabilitation, New York University Medical Center, are seen being wheeled onto the hydraulic lift of the Variety Club Sunshine Coach, which the Variety Club of New York and Universal Pictures recently presented to the Institute.

Variety Regional Meets

NEW YORK—Variety Clubs International is holding its regional meetings, it was announced by Rotus Harvey, Variety's international chief barker.

Held every winter to instruct newly elected chief barkers of Variety's 36 tents in the duties of their office, the regional meetings this year will also discuss such subjects as the current Variety Clubs membership drive, and plans for Variety Week, which will be celebrated nationally from Feb. 9 to 15, and the 1964 Variety convention, to be held in Buffalo June 30 to July 1.

Also to be discussed at the meeting will be proposed changes in Variety's constitution.

The New York meeting took place at the Essex House, and regional meetings will also be held in Chicago and Memphis.

"Becket" In Hard-Ticket Dates

NEW YORK—The new RKO International 70 Theatre in Denver has been added to the special group of theatres in the United States and Canada set for reserved seat, road show engagements of Hal Wallis' "Becket," starring Richard Burton and Peter O'Toole.

The multi-million dollar spectacle has its world premiere in New York on March 11 at Loew's State, and also opens shortly thereafter at the Warner Beverly, Los Angeles; Cinestage, Chicago; United Artists, San Francisco; Gary, Boston; Ontario, Washington; Eglinton, Toronto; and Seville, Montreal.

Lesser Heads "Servant" Sales

NEW YORK—Ely Landau announced that Erwin Lesser, formerly general sales manager of Lopert Films, has joined the Landau Company, and will be in charge of domestic sales for "The Servant," initial offering of the newly formed Landau Releasing Organization.

"Chalk" Bows For Museum

Hollywood—National General Corp: and Fox West Coast theatres have donated the use of Grauman's Chinese to the Women's Council Of The Hollywood Museum for a gala benefit performance of Universal's Ross Hunter production of "The Chalk Garden" on April 28, it was announced by Sol Lesser, President of the Museum.

Universal is contributing the picture, which stars Deborah Kerr, Hayley Mills, John Mills and Dame Edith Evans, for the single performance that will be followed by a colorful ball.

Embassy Sets 1964 Production Slate Of 11 Films At $40 Million Budget

NEW YORK—Joseph E. Levine's Embassy Pictures has already set a 1964 production schedule of 11 major motion pictures, with an aggregate budget exceeding $40,000,000, it was announced by Levine, dynamic president of the company.

This schedule, Levine declared, continues a large-scale expansion in Embassy's international production and co-production activities. Additions will be announced later, he said, "because we prefer to deal in facts in discussing our plans and leave the fiction on the screen."

Levine described the new production schedule as being a "balanced program of entertainment for all types of audiences." Filming of the projects, which include drama, comedy and spectacle, will be done around the world as well as in Hollywood and New York.

Among the 11 motion pictures now blueprinted are:

"Where Love Has Gone," now before the Technicolor-Techniscope cameras in Hollywood as an Embassy-Paramount production, leads the schedule. Being produced by Levine and directed by Edward Dmytryk, the drama, based on the best-selling novel by Harold Robbins, stars Academy Award-winners Susan Hayward and Bette Davis, with Michael Connors and Joey Heatherton.

"Nevada Smith," based on the tough cowboy character in Robbins' "The Carpetbaggers" which was recently completed, will follow, also as an Embassy-Paramount production.

Biggest production, in terms of scope and budget—$10,000,000—will be "Imperial Woman", based on the novel by Pearl Buck, Nobel Prize-winning author. It will be a road-show presentation.

Starting in mid-January is "A House Is Not a Home," a Clarence Greene-Russell Rouse production for Embassy Pictures.

"The Major and the Private," a comedy starring Peter Lawford and Sammy Davis, Jr., will go before the cameras in England and France in early spring, for Embassy.

"The Sands of Kalahari," based on William Mulvihill's Putnam Award-winning novel, also is scheduled to be filmed in color.

Going into production on various European locations will be "Casanova," a Joseph E. Levine—Carlo Ponti production starring Marcello Mastroianni in the title role.

Mastroianni is also set to do two other feature films for Levine.

Harold Robbins is presently writing a new novel, "The Adventurers," for production by Levine.

Now being completed is "Only One New York," filmed entirely in Gotham by Pierre-Dominque Gaisseau.

To these 11 films can be added an impressive array of major pictures already completed for 1964 release. Included is "Zulu," starring Stanley Baker, Jack Hawkins, Ulla Jacobsson, under Cy Endfield's direction, filmed in Technicolor and Technirama 70mm. Embassy will release "Zulu" in the United States and Canada, and Paramount throughout the rest of the world.

Also completed is Embassy-Paramount's "The Carpetbaggers," starring Carroll Baker, George Peppard, Alan Ladd, Martha Hyer, Elizabeth Ashley, Bob Cummings, and Lew Ayres, under Edward Dmytryk's direction, for Paramount release.

Three Levine-Ponti co-productions are also ready for Embassy release this year. They are "Yesterday, Today and Tomorrow," starring Sophia Loren and Marcello Mastroianni, directed by Vittorio De Sica; "The Empty Canvas," starring Bette Davis, Horst Buchholz and Catherine Spaak, directed by Damiano Damiani; and "A Ghost at Noon," starring Brigitte Bardot and Jack Palance, directed by Jean-Luc Godard.

Burstyn Award To "8½"; "Tom Jones" Also Honored

NEW YORK — The Independent Film Importers and Distributors of America announced its selections to receive the IFIDA-sponsored awards of 1963 at the International Film Awards Dinner Dance to be held at the Americana Hotel on Jan. 21.

Named as winner of the Joseph Burstyn Award for the best foreign language feature shown in the U.S. during 1963 was Embassy's "8½"; best English language feature, Lopert-United Artists' "Tom Jones."

Albert Finney in "Tom Jones" was named best actor; Brigitte Federspiel in Trans-Lux's "A Stranger Knocks" was named best actress; and Tony Richardson for "Tom Jones" was named best director.

The Edward L. Kingsley short subject award went to Union Films' "Marc Chagall."

Titra Dubbing Company won the award for the best dubbing for Embassy's "Divorce, Italian Style."

Films' Future Is Rich, MPAA's Hetzel Predicts

WASHINGTON, D. C.—Ralph Hetzel, acting president, Motion Picture Association of America, Inc., in his remarks at the recent luncheon by Hollywood Museum honoring The Library of Congress, said: "The repository in the Library of Congress is testimony that a great enrichment of human understanding, of joy and sorrow, of knowledge and excitement, has come from motion pictures . . .

"The motion picture is the fusion of many arts . . . Anyone who travels the world round knows how universal and how alike are the responses of human beings of all races and nations, to the excitements of the motion picture screen . . .

"How rich a storehouse of memories is symbolized by the movies catalogued in the repository of the Library . . .

"The next 70 years will see an even greater deposit of riches in film than now is already laid down. There is some new fascination abroad in this country and overseas about what can be set on film. There is a boiling up of excitement among our young people about motion pictures. This good prospect presages well for the future of motion pictures. It makes all the more happy the occasion of paying tribute to the Library and the essential role in recording the achievements of motion pictures."

Detroit Area First-Run Policy New "Triangular"

DETROIT — Whether it will continue in force or not, this city, road shows aside, has achieved what might be termed a "triangular" first-run policy.

This became evident when Bennett Goldstein, branch manager for 20th-Fox, and Nicholas George, who heads an expanding circuit, made the joint announcement that "Man in the Middle" has been booked into the Mai-Kai as of Jan. 22.

It was also revealed a day and date engagement for the attraction has been closed with the Trans-Lux Krim in the Highland Park suburb.

In the main, and with a few desultory first-run multiple bookings in the summer of 1962, opening pictures away from downtown Detroit had been a matter of speculation.

Last spring, a chosen group of neighborhoods and drive-ins, booked by Cooperative Theatres of Michigan, began multiple first-runs as standard operating procedure. This occurred at this time, probably, not only because the policy had been under consideration for long, but because of sudden availability of product.

At about the same time, George completed and opened his plush new Mai-Kai, suburban Livonia, a community which has been growing very fast. In it is the Terrace, part of the Co-Op group, opened a little over a year ago, the first hard top to be built in the Detroit area in 16 years.

It has been no secret that the Nicholas George Enterprises have aspired to break into the first-run field. Now it becomes an accomplished fact.

Trans-Lux Krim has been on a first-run policy, but most of its offerings have been in the art field. Last year it played one standard release engagement day and date with the downtown Fox. It was indicated that the arrangement to play "Man in the Middle" was made after 20th-Fox had closed with George.

The text of the announcement contains challenging statements, including that this "is undoubtedly portentous of future film release patterns in metropolitan Detroit. Mr. George, in wrestling the 20th Century-Fox release for his Mai-Kai Theatre, is unquestionably flinging the gauntlet at established release patterns, and by his action in putting up a large advance cash guarantee, indicating a strong determination to become a major first-run exhibitor."

Communion Breakfast Set

NEW YORK—The Committee of the Motion Picture Industry announces plans for the 14th Annual Corporate Communion Breakfast for members of the New York area, which will be held on Sunday, Feb. 9.

The members will attend Mass and Communion at St. Patrick's Church at 9:00 o'clock and will proceed to the Waldorf Astoria for Communion Breakfast following the Mass.

McIlwain Leaves Cinerama

NEW YORK—William J. McIlwain has resigned as general manager of theatre operation, for Cinerama, Inc., it was announced by B. G. Kranze, vice-president.

McIlwain, who has been with Cinerama since its inception, joined the home office staff as general manager in charge of theatre operations in September, 1959.

Title Registration Bureau Protects Valuable Property

NEW YORK—The Title Registration Bureau of the Motion Picture Association of America received 1,839 English-language film titles for registration during 1963, according to Margaret Ann Young, Bureau director. Sixty-seven of the proposed titles could not be accepted, because they conflicted with existing registrations.

An appropriate and intriguing title that arouses public curiosity or a title that has achieved fame and wide popularity usually is deemed to have considerable influence on the success or popularity of a motion picture and hence has a great deal of value.

The difficulty of protecting valuable property rights in motion picture titles in the absence of copyright protection on the title itself and the expense and delays of litigation to establish usage rights, brought into being the Title Registration Bureau in 1925.

The domestic registration service differs from the foreign in that the latter is entirely voluntary.

On the other hand, the film companies using the domestic service bind themselves contractually to the established registration rules and, in the event of conflict that cannot be amicably and informally worked out by the parties, are bound by an arbitration procedure.

Miss Young said that the Bureau was notified in 1963 of the release of 224 features and 269 short subjects. With these additions, its index of released films and short subjects contains approximately 50,000 titles covering the period 1900 through 1963.

During the past year, approximately 493 proposed titles were protested on grounds of harmful similarity. The majority of these protests were disposed of by amicable negotiations. Only nine cases had to be referred to arbitration.

Extensions of earlier registrations numbered 1,270 and 134 registrations were allowed to lapse.

Nineteen additional film companies applied for the service in 1963, bringing the total number of subscribers to 187.

A total of 1,281 titles were registered with the Motion Picture Export Association of America's Foreign Title Registration Bureau during 1963, according to Walton Thomas, secretary of the MPEAA International Film Relations Committee. There were 991 titles registered during 1962.

The Foreign Title Registration Bureau was established many years ago to provide a simple and voluntary method whereby participating companies could avoid duplications or harmful similarities in foreign titles used or contemplated for motion pictures when they are shown overseas.

IFIDA Honors Reade

NEW YORK—Walter Reade, Jr., chairman of the board of Walter Reade-Sterling, Inc., will be the recipient of the "Service Award" to be given by the Independent Film Importers and Distributors of America, Inc., at its annual International Film Awards Dinner at the Americana Hotel Jan. 21, dinner chairman Dan Frankel announced today.

Frankel said that Reade, whose company operates in the production, distribution, and exhibition fields, has been singled out for the award because of his outstanding encouragement of specialized and imported film.

Top NGC Managers Will Follow Up Success Of "Terrific 12" Campaign

BEVERLY HILLS, CALIF.—In a follow-up to last year's successful picture-selling program, 16 of National General Corporation's top theatre managers—serving as advertising "field representatives"—met at the company's home offices for a series of screenings and workshop sessions with studio ad-pub heads.

The program, known as the "Terrific Twelve," is aimed at extracting the maximum gross from top pictures, and is concentrated on carrying out monthly picture-selling campaigns in each of the circuit's 217 theatres in 16 states.

In announcing this year's "Terrific Twelve" program, Robert W. Selig, NGC's vice-president and general manager of theatre operations, said:

"We have facts and figures that prove our theory of 'extracting the absolute maximum' from pictures that the public wants to buy is completely sound. We have proved it at the only place where authentic, documented evidence can be found—at our boxoffices across the nation.

"We have carried out our program with the help of our top theatre exploitation-showman managers who have served as field representatives throughout the year. This has increased grosses of a dozen boxoffice-potential pictures by approximately 10 per cent: Over the past year, our 'Terrific Twelve' policy added an estimated one million dollars to our theatre grosses."

The figure was arrived at by comparing grosses, circuit-wide, on specific attractions to national average figures received from the distribution companies, Selig pointed out.

The three-day meeting included screenings of forthcoming product and workshop sessions with ad-pub heads of Universal, Disney, United Artists, American-International, and Embassy Pictures.

Because of their past records of selling pictures on the local level, theatre managers selected to serve as "field representatives are men hand-picked for the job," according to Paul Lyday, NGC's ad-pub director. "These showmen," he said, "will conduct area meetings with their fellow managers to set up local promotional campaigns on each of the project pictures."

Field representatives attending were: H. G. "Buddy" Brown, Boulevard, Wichita, Kans.; LeRoy Nichols, Fox, Joplin, Mo.; Roy Hill, Fox Midwest Theatres, Kansas City; John Tella, Babcock, Billings, Mont.; Russell Page, Fox, Sterling, Colo.; Steve Moser, Esquire, Denver; Rex Hopkins, Orpheum, Portland, Ore.; Phil Phillips, Tower, Oakland, Calif.; Donald Crook, Fox, Stockton, Calif; Phil Quinn, Balboa, San Diego, Calif.; Harry Francis, Crest, Long Beach, Calif.; Vaughn Taylor, Fox, Anaheim, Calif.; Phil Catherall, Fox, Palos Verdes, Calif.; Bob Cottom, Academy, Pasadena, Calif.; William Katzkey, Fine Arts, Beverly Hills, Calif.; and Al Bogatch, Lido, Los Angeles.

Also attending were William H. Thedford, Pacific Coast division manager; district managers Bob Smith, Bob Weeks, and Harold Wyatt; Pete Latsis, press relations director, and Joe Vleck, "Terrific Twelve" advertising co-ordinator.

Dick Goldsworthy, manager, Fox Conejo, Thousand Oaks, Cal., recently received the President's Award plaque from Eugene V. Klein, president, National General Corporation, parent company of Fox West Coast Theatres. He also received a cash award.

Separate Director Slates From UATC Combatants

BALTIMORE, Md.—At two separate meetings held here this week, dissident stockholders and management of United Artists Theatre Circuit were to offer separate slates of directors to shareholders.

Pursuant to a Maryland court order pact of the dissidents' recent court battle, their slate was to be offered as a formality. It consists of Maxwell Cummings, Montreal financier; Joseph H. Flom, attorney; J. K. Ohrbach; Nathan M. Ohrbach; Lester Osterman; Walter Reade, Jr.; and Billy Wilder, producer-director.

The management slate consists of Jervis J. Babb, A. E. Bollengier, Marshall Naify, Robert A. Naify, Georgette Naify Rosekrans, John H. Rowley, Joseph M. Seider, Milton Shubert, George P. Skouras, Spyros S. Skouras, Odyssia A. Skouras, and Milton C. Weisman.

The company's financial statement has revealed a loss for the year ended Aug. 31 of $497,963, compared to a profit of $301,473 the previous year.

Marshall Naify, United California Theatres, recently succeeded George P. Skouras as UATC president in sequel to the merger of the two companies.

A stock option plan proposed would permit employees Salah M. Hassanein, Arnold M. Childhouse, Alfred E. Bollengier, Henry Ferber, A. H. Frisch, Antonio Rossi, and Frank Welton to acquire limited amounts of stock over a five-year period at either 95 per cent of the fair market value on the date granted or 95 per cent of the fair value when exercised, whichever is lesser.

Federer Exits Circuit Post

OKLAHOMA CITY — Howard C. Federer has retired as president of State Theatres, Inc., which operates the State and Center here. His duties have been taken over by John Harvey, who has been named general manager, pending a meeting of the corporation's board at which time it is expected he will be elected vice-president.

Universal Puts Production Stress On Original Stories — 17 Of 26

NEW YORK—Original stories, which have been the mainstay of Universal's highly successful operation for some years, are continuing as an important factor in the company's future planning.

With 26 pictures—a six-year high—now in various stages of preparation, Universal is placing more stress on original stories.

Seventeen of these 26, or approximately 65 per cent, are original stories written expressly for the screen. This exceeds slightly the company's percentage for 1963 when seven of 12 pictures were made from originals:

"Many of the most successful pictures turned out by Universal in recent years have been from stories written directly for the screen, such as 'Charade,' 'The Thrill of It All,' 'That Touch Of Mink,' 'Lover Come Back,' 'Come September,' 'Operation Petticoat' and 'Pillow Talk'," declares Edward Muhl, vice-president in charge of production.

"We certainly don't ignore books or plays as sources of screen material. In fact, we have made some very fine pictures based on material from these mediums, the most recent example being 'Captain Newman.'

"However, we don't consider it essential that our stories be pre-sold properties. Neither do many of the top box office personalities with whom we constantly are negotiating to head the casts of our major features. They are perceptive enough to recognize that the story's the thing, not how many copies were sold or how much was paid for it.

"Besides, there just aren't enough novels or plays available to enable us to maintain our expanding production schedule from these sources alone. Therefore we must take advantage of material created specifically as screen fare. There are many good writers in Hollywood capable of creating outstanding screen stories—but we could use still more."

The need for creative writers to turn their talents to writing for the performing arts is recognized not only by Universal but also by its parent company, MCA Inc. This is what led to MCA granting scholarships or graduate fellowships in creative writing in 21 leading universities in the United States, Canada, and Mexico. The company also has agreed that, upon the request of the universities, it will appraise the work of students.

Universal's interest in developing new ideas into solid screen material also is evidenced in Muhl's long-standing policy of allowing any of the studio's producers an appropriation to engage a writer of his own choosing to develop a screen treatment of an approved idea.

Among the 26 pictures now in preparation at the studio the original stories include "All Kinds Of People," "The Art Of Love," "The Lively Set," "Strange Bedfellows," an untitled comedy by Stanley Shapiro and Paul Henning, "Fluffy," "Seven Against Tomorrow," "The 446," "That Funny Feeling," "The Faceless Men," "Daffy," "Instant Army," "Andy," "Fields Of Honor," "The Rare Breed," "It Seems There Were These Two Irishmen," and "Under No Flag."

Pictures based on books include "Kitten With A Whip," an untitled Cary Grant-Leslie Caron comedy based on "A Place Of Dragons," "The Cipher," "The Winning Position," "Nervous In the Service," "More Than Welcome," "Miss Jude," "Mirage," and "The Guns Of August."

UA To Participate In Texas D-I Meet

NEW YORK—United Artists will participate in the annual Texas Drive-In Theatre Owners Convention Feb. 11-13 and will set up a booth at the Statler-Hilton Hotel in Dallas as part of the exhibitor meeting.

A public address system will be installed in the booth to broadcast soundtrack recordings of current and future United Artists releases. This is being arranged to attract the conventioning Texas showmen to the UA stand.

Brochures and free copies of paperback editions of the company's films will be passed out to the exhibitors.

Friedman Succeeds Ferri As NSS Ad-Publicity Head

NEW YORK—Roger Ferri has resigned as director of advertising and publicity for National Screen Service Corporation, Burton E. Robbins, president, announced.

Ferri joined National Screen Service in January of last year and was appointed publicity and advertising director in May.

Before joining NSS Ferri had served 20th Century-Fox as midwestern exploitation manager, national exploitation director, studio publicity director, sales promotion director, and editor of Dynamo.

Chester Friedman has been appointed director of advertising and publicity, succeeding Ferri.

Friedman, a veteran of the motion picture industry and former trade paper editor, has lived in Canada for the past 10 years where he was successively ad-publicity and exploitation director for M-G-M (Canada) and held those posts concurrently at International Film Distributors of Canada and Allied Artists (Canada). During the past two years, he was Canadian press representative for Samuel Bronston Productions and Allied Artists Pictures, handling hard ticket and major city engagements in the U. S. as well as north of the border.

Seattle Suit Dismissed

SEATTLE—An anti-trust suit against the Sterling Theatre Company, brought last June by State Attorney General O'Connell, was dismissed in Seattle Superior Court.

O'Connell sought a $375,000 civil penalty, contending Sterling was guilty of monopolistic practices.

It was held that the 1961 Consumer Protection Act, under which the suit was brought, includes a provision exempting the theatre company, since it is subject to the Federal Sherman Anti-Trust Act.

Other defendants dismissed from the suit included William Forman, owner of United Drive-In Theaters; Columbia Pictures; Metro-Goldwyn-Mayer; Paramount; 20th-Century-Fox; United Artists; Universal International; and Warner Brothers.

Texas Drive-In Owners Plan Biggest Convention

DALLAS—The Texas Drive-In Theatre Owners Association is having its 12th annual convention Feb. 11-12-13 at the Statler Hilton Hotel, site of the last convention.

Al Reynolds, president of the Association, reports that the last convention was the best attended in five years. Reynolds states that an even greater attendance is expected at the forthcoming convention in Texas. An attendance of over 500 is expected from Texas, neighboring states, and as far away as Illinois, New York, Kansas, Indiana, Iowa, and Massacusetts.

Reynolds announced that principal speakers would include Jim Nicholson as keynote speaker in the opening session on Feb. 12. Nicholson is president of American International Pictures, and their organization will sponsor a major event at the convention. Other important executives to be featured include Edward S. Redstone, Boston, president of the National Association of Concessionaires; John Rowley, Dallas, president of Theatre Owners of America.

Promising to be present if at all possible at the presidential banquet and dance the evening of Feb. 13 is Lt. Governor Preston Smith of Lubbock, who is a drive-in owner in his own right. Lt. Governor Smith was the third president of the association and is presently a director.

Embassy Names Lomis

NEW YORK—Irving Lomis has been appointed east-central district manager for Embassy Pictures, it was announced by Carl Peppercorn, vice-president and general sales manager.

Lomis succeeds the late Charles Zagrans in the post. Headquartering at Embassy's office in Philadelphia, Lomis will supervise the Philadelphia, Pittsburgh, and Washington exchange areas.

Lomis entered the motion picture industry in 1947 with Stanley Warner Theatres in Philadelphia, serving in various executive capacities, most recently as city booker-buyer. He also served as office manager for Buena Vista in the Philadelphia-Washington area and as booker-buyer for Allied Motion Picture Theatre Service in Philadelphia.

It was also announced that Embassy has temporarily reassigned Joseph C. Goltz, Latin American supervisor, to Continental Europe.

Executive vice-president Leonard Lightstone pointed out that the Latin American market had been thoroughly covered for current and future Embassy product.

Embassy also has appointed Arnold Monnette as midwestern district sales representative. Entering the motion picture industry in 1935, with 20th-Fox, Monnette served in various executive sales positions with that company.

Silver Exits TOA Post

NEW YORK—Herman Silver has resigned as director of public relations of Theatre Owners of America to assume the position of director of advertising and publicity of The Landau Company.

Previous to his TOA tenture, Silver served ad advertising copy chief of Columbia Pictures.

MGM Saturation Plans Interest Phila. Showmen

PHILADELPHIA—About 75 exhibitors and television and radio representatives attended the local session conducted by MGM on that company's campaigns for saturation bookings. Similar meetings have also been conducted in other exchange centers.

Following a morning screening of "Company of Cowards," local branch manager Sid Eckman presided over a luncheon meeting at which the principal speaker was Terry Turner, in charge of the saturation campaigns. Also representing the film company were Saal Gottlieb, eastern division manager; Andy Sullivan, advertising department; Ed Gallner, eastern division exploitation representative; Herman Ripps, assistant general manager; and Dave McGrath, advertising department.

MGM saturation bookings in the Philadelphia area, patterned after the successful 1963 experience with "Flipper" and "Captain Sindbad," include "Children of the Dammed" and "Gladiators Seven," Jan. 29; "Kissin' Cousins," with 550 prints, March 25; "Rhino," June 17; "Flipper's New Adventure," July 15; and another important film in August.

They have been set so far in advance to facilitate the purchase of radio and television time.

Ripps also called attention to MGM's extensive summer lineup, which includes such features as "Viva Las Vegas," "How The West Was Won" (35mm), "The Unsinkable Molly Brown," "Looking For Love," "Honeymoon Hotel," and "Night Of The Iguana."

Turner explained the advertising plans for the saturation campaings. They are designed for close cooperation between distributor and theatremen. All television time is purchased on a local buy basis. Budgets are not pre-set but are determined by potential income, taking into consideration the number of theatres, type of theatres, and the time of year. An interesting point is that MGM has discovered that it is preferable to stay away from prime time advertising. Lower rated shows do better than anticipated and there is also a vast summer audience, despite what surveys may show. This was proven with the successful saturation campaigns in 1963. Over $600,000 was spent for advertising, and "Flipper" and "Sindbad" returned more than $4,000,000.

A product reel and television spots were also screened at the meeting, followed by a screening of "Golden Arrow." The day's events proved that the slogan, "MGM is on the move," is being proven true in a big way.

Vote on Warner Options

NEW YORK — Stockholders of Warner Bros. Corp. will be asked at their annual meet, to be held in Wilmington Feb. 5, to amend the company's certificate of incorporation to permit a proposed employee stock option incentive plan.

Also scheduled is the election of three new directors. Up for reelection under a stagger system are Waddil Catchings, Thomas J. Martin, and Robert W. Perkins.

Under the proposed employee incentive plan, a committee will be empowered to approve restricted options good for five years and covering 240,000 shares of common, with selected employees being limited to 25,000 shares. Option price will be 95 percent of market value on the day of the option.

New three-year contracts have been arranged with Morey Goldstein, general sales manager, and Richard Lederer, vice-president in charge of advertising and publicity.

The NEW YORK Scene

By Mel Konecoff

HENRY "HI" MARTIN, vice-president and general sales manager of Universal Pictures, declared at a press luncheon that 1963 was the best year for the company since 1956, and he looked forward with great optimism to 1964 when the company expects to release a greater number of pictures.

Opined he, the public is ready and williing to turn out for the pictures it wants to see to a greater degree than ever before. By the same token, it will reject what it does not want to see. The sales departmnt has to keep abreast of conditions in each area. Blanket acceptance of films is no longer an accepted fact. The only way that this can be resolved, he declared, is through trial and error.

A plan of release is necessary for each film, and each picture is undergoing campaign planning. None will be released cold. Exhibitors in Dallas will get a chance to look at two of the company's forthcoming releases when area theatres owners are invited to screenings of "The Chalk Garden" and "Bedtime Story," with lunch in between the two films, on Jan. 30. Chicago will have the same program on Feb. 4; Atlanta on Feb. 6; and Toronto on Feb. 20. Company president Milton Rackmil and Martin will be on hand to greet attendees. Incidentally, "The Chalk Garden" has been signed for an early date in the year at the Radio City Music Hall. Some 400 to 600 exhibitors are expected to attend the showings.

Martin expected that the company would release 14 films till June, with possibly a total of 26 to go during the entire year. Most of the films will be made at Universal with less from outside. Said he, there's a shortage of boxoffice pictures but not of pictures.

Universal is joining the premiere showcase plan in the New York area with "Charade" and "Man's Favorite Sport?" at the end of January. Some 20 theatres will be involved in the move which will see "Charade" moving from Radio City Music Hall to a date at the Astor on Broadway day-and-date with other theatres in the plan.

THEATRICAL PRESENTATION: There we were last week, sitting on the stage of the Mark Hellinger Theatre reading the new issue of the Ladies Home Journal, smoking, drinking, and munching on a water chestnut about which had been entwined a strip of bacon. If you think this is easy, try it sometime.

Why did we allow ourselves to be put in such a position, yau ask? Well, it seems that the magazine had turned over much of its (January-February) winter issue to the Warners film, "My Fair Lady," and more than 100 pages, including every department in the magazine, followed the film's theme. The cover shows Audrey Hepburn in one of the unusual hats made for the film, and it carries the headline—"1964, The Year of 'My Fair Lady.'"

Now, naturally, representatives of daily newspapers, syndicates, radio, tv, and the film and advertising press had to be on hand to view designer Cecil Beaton's original costumes on models; to listen to Richard Lederer, Warners vice-president in charge of advertising and publicity, express his admiration for the issue of the Journal; and to listen to representatives of the Journal.

The presentation took place at the Hellinger Theatre because the original stage production of the musical opened there eight years ago. We are probably the only person in town who didn't get to see the stage show.

ANOTHER PRESENTATION: One of Paramount's bright, young publicity lights thought it might be an interesting experience to witness Kirk Douglas being interviewed by high school editors. We didn't tell him we'd been through this type thing before as this might stifle future initiative and enterprise, so we went.

Now, we've met Douglas before, and we were once a high school student. Individually, they're both nice in their place. Put them together and you've got a swingin' combo. The kids threw questions at Douglas after a performance of his play, "One Flew Over The Cuckoo's Nest," at the Cort Theatre.

Topics covered included the stage vs the movies—he replied that he liked both but the stage was more satisfying because a live audience was always there; as regards his new film, "Seven Days in May," he doesn't know until after it opens whether or not people will like it; he didn't have a preference for any one type of role but did like one that permitted individual freedom; it was difficult to return to the stage as he had to overcome many forces striving to keep him in Hollywood; he didn't think that any film should offer education—rather, it should entertain and then educate; the present state of the Presidency should heighten interest in "Seven Days in May;" kids should continue with their schooling as long as possible as it will help them with their future problems; his next film will be based on the book, "Seconds," which permits people to have a second chance in life; he wouldn't appear in a film that didn't reflect favorably on the country; he hit at discrimination in schools, urging the boycotting by the youngsters of fraternities and sororities that do discriminate; his role of Van Gogh demanded the most preparation; he doesn't care to see himself in most of the films he makes; a play doesn't get boring because there is always a different audience at hand; he would like to do something on tv because of the vast number of people you can reach, and it is an important medium, runaway production isn't running away so much anymore; critics do have power, but he refused to admit that they deserved it; etc. etc.

THE MOTION PICTURE BOOKERS CLUB of New York will hold its silver anniversary installation dinner and dance on Monday evening, Jan. 27, at the Hotel Astor. . . . Get well quick wishes go to William Heineman, UA vice-president and president of the Motion Picture Pioneers, who is currently recuperating from a heart attack at St. Mary's Hospital, Rochester, N. Y.

"Sunday in New York"

The movie with so much exposure* it's almost indecent.

* Advertising exposure, that is!

**LOOK · SAT. EVE. POST · McCALL'S · REDBOOK · COSMOPOLITAN · GLAMOUR
MADEMOISELLE · MODERN SCREEN · SCREEN STORIES · PHOTOPLAY**

A bold, blushing, outrageously funny new movie!

Dedicated to the proposition that every girl gets ...sooner or later!

Metro-Goldwyn-Mayer PRESENTS A Seven Arts Production

"Sunday in New York"

STARRING CLIFF Robertson * JANE Fonda * ROD Taylor

CO-STARRING ROBERT Culp * JO Morrow * JIM Backus

MUSIC BY PETER NERO SCREENPLAY BY NORMAN KRASNA PRODUCED BY EVERETT FREEMAN DIRECTED BY PETER TEWKSBURY

IN METRO COLOR

SEE IT SOON AT YOUR FAVORITE MOTION PICTURE THEATRE

Metro-Goldwyn-Mayer and Seven Arts are dedicated to making this one the big one for February.

And we're kicking it off with an ad campaign that will reach a total readership equivalent to 1 out of every 2 Americans.

Here's where our ad is running and when it hits the newsstands:

MODERN SCREEN, JAN. 2
SCREEN STORIES, JAN 2
PHOTOPLAY, JAN. 8
COSMOPOLITAN, JAN. 20
GLAMOUR, JAN. 20
REDBOOK, JAN. 21
McCALL'S, JAN. 23
LOOK, JAN. 28
MADEMOISELLE, JAN. 29
SAT. EVE. POST, FEB. 4

It all adds up to over 100,000,000 reader

LONDON Observations

By Jock MacGregor

ALL IS NOT QUIET on the West End front. The battle for British Lion rages. Since its foundation some 35 years ago—long before the changing pattern of life brought about cinema closures until there were only two profitable releases—it has been a problem child despite changes of management. Nevertheless, following Sydney Box's bid for its purchase from the government sponsored National Film Finance Corporation for a reported $4,200,000, the company has become everybody's business with many proposals for its future made. One thing certain is that the sooner this sorry mess is ended the better. Then producers can get back to producing, publicists to selling films and not policies, and columnists to presenting a glamor image instead of a drab picture of dreary boardroom squabbles. You can't even get away from it by watching telly!

THE MOST PERSISTENT charge against the ABC and Rank Circuits is that they balk imaginative pictures, do not encourage new talent, and interfere with producers. What rot! Without them there would be precious little British films industry. The past year provided their complete vindication. ABC's associated Warner-Pathe distributed what was unquestionably the most brilliantly offbeat and provocative gamble of the year, Joe Losey's "The Servant," in which newcomers James Fox and Sarah Miles get unrivalled breaks; "Sparrows Can't Sing," which introduced the theatre's imaginative Joan Littlewood as a film director; "West 11" and "Dr. Crippen," which gave directors Michael Winner and Robert Lynn respectively their chances in bigger pictures; "Summer Holiday," the release which took the most money during the year, and was directed by Peter Yates, previously a first assistant. Rank distributed Karel Reisz's "Sporting Life," an artistic if not commercial triumph which introduced Lindsay Anderson as a feature director, and "Fast Lady," in which Julie Christie had her first opportunity to shine.

FOLLOWING MICHAEL BOXHALL'S appointment to the Rank UK theatre division, Rank overseas distribution chief Colan MacArthur is shuffling his Far East team. He is temporarily replacing him in Malaysia with Arthur Greaves, who will later take over the Philippine branch. Digby Davidson, currently in charge in the Philippines, will be branch manager in Thailand and assume the title of deputy Far East supervisor. John Roffey moves from Bangkok to Singapore. George Rearden remains Far East supervisor and in charge of Hong Kong.

IF IT WERE NOT for the White Elephant, I should not know of the presence here of some Hollywood unit publicists, imported at great cost to service American papers. Among the exceptions is big, bluff Jim Denton who was on the phone within hours of starting work on the new Peter Sellers' adult comedy whodunit, "A Shot in the Dark," for the Mirisch brothers, and I was driving post haste to the MGM British Studios to watch shooting. Directing and producing from a script which he adapted with William Blatty was Blake Edwards, but I found Walter Mirisch with his British rep, Ben Henry, keeping a watching brief on the stage. Being photographed in Panavision and color for United Artists, no money is being spared on the production. The composite set representing a luxury Paris apartment was really opulent with thick pile carpets, genuine antiques, and old masters. In this story of a saucy French maid who is suspected of shooting her lover and the police inspector who protests her innocence, Sellers is supported by Elke Sommer, cast on the strength of her work in "The Victors," and George Sanders. Sellers and Edwards, of course, worked together on the highly successful "Pink Panther" in Rome.

ON THE WAY BACK, I dropped in at the Associated British studios for a tea and was assailed by Vincent Price with the fact that I was in time for a "perefctly marvelous orgy." I should hasten to add that this was really quite proper and being done by the numbers, so to speak. Roger Corman was directing the spectacular masque for American International-Anglo Amalgamated's joint excursion into Edgar Allen Poe horror, "Masque of the Red Death." Grotesquely masked dancers screamed as a frenzied reveller dressed as a grizzly bear attacked a scantily clad maiden and in the scuffle set himself alight. I watched with Vincent and suggested it must be a novelty for him to see such a screen death and not be the victim. He agreed but hinted that I could not possibly imagine the fate that Corman had in store for him. Hazel Court is his leading lady.

ABC IS SEEKING planning permission for southern England's first drive-in at Chessington Zoo on London's south west fringe. Planned for 500 cars, it would be the zoo's parking lot by day and would operate for 38 weeks a year. A second drive-in is planned for Blackpool. . . . For the first time a member of the Royal family is attending two charity shows for the same film. The Duke of Edinburgh, who honored the world premiere of Carl Foreman's "The Victors," will grace the Scottish benefit in aid of the Gordonstoun Foundation—his old school—at Sir Alexander King's La Scala, Glasgow, on Feb. 11. . . . With this picture, "Cleopatra," "West Was Won." "Mad World," "Lawrence," "55 Days at Peking," "The Cardinal," and others going the rounds, provincial theatres for road shows are at a premium. Cinerama, indeed, is converting the subsequent run 1876 seater Abbey, Liverpool, as its 10th British installation, at a cost of $84,000. The screen will be 65x30 ft. and seating will be reduced to 1200. Re-opening is set for March 16 with "This is Cinerama." . . . Congratulations to Tony Bray, Columbia's secretary, on his appointment as a director of BLC Films. . . . British moviegoers will see Martin and Lewis together again. Paramount is releasing "Who's Minding the store" and "Who's Been Sleeping in My Bed" as a unit program. . . . Dimitri Tiomkin is here conducting a 122 piece orchestra, comprising Britain's top classical musicians, for Sam Brouston's "Fall of the Roman Empire."

Polaty Heads Far East Operation For 20th-Fox

NEW YORK—In a further step in the revitalization begun last year of its foreign distribution organization, 20th Century-Fox has appointed Geza Polaty as Far East field supervisor with headquarters in Tokyo, it is announced by Seymour Poe, executive vice-president of the company.

Under the "new look" enunciated last year by Poe for foreign distribution, each territory is to be administered by a supervisor in the field, backed up by a home office-based specialist for the territory. Polaty's counterpart in New York will be named shortly.

Implementation of the plan started a few months ago, when Francisco Rodriguez was appointed Latin America supervisor with headquarters in Mexico City. At the same time, Karl Knust was named to the Latin desk in New York.

Polaty served as general manager in Japan for United Artists from 1958 until last year. He held various sales positions with Warner Bros. for a decade starting in 1948, and prior to that was an independent film producer active in Germany, Spain, and South Africa.

Ayres To Aid Frankovich

HOLLYWOOD—Gerald Ayres has been appointed special assistant to M. J. Frankovich, Columbia production head. Ayres will work out of the story department at the studio, which is headed by Ken Evans.

Ayres joined Columbia's New York office in 1960 as assistant story editor. For the past year he has served as assistant to Joyce Selznick, story and talent department head in New York. A graduate of Yale University where he majored in drama and English, Ayres was a free-lance writer and reader before joining the Columbia organization.

Kramer Rejoins Cinerama

NEW YORK—B. G. Kranze, vice-president of Cinerama, Inc., announced the return of Sidney Kramer to Cinerama, Inc. Kramer will assume his former post, that of foreign sales manager.

Lew Wasserman, left, president and chief executive officer of MCA, and board chairman Jules C. Stein watch as Edward Muhl, Universal vice-president in charge of production, autographs the final steel beam to be put in place atop the 15-story office building being constructed at Universal City studios.

ALBANY

The new 900-seater being erected by Altros Development Corporation in Latham may benefit from flow of business to shopping centers from former downtown areas. James Branche, owner of a pharmacy on the same Shaker Road, is the man behind this hardtop, which is slated to open as a second run. . . . Herbert Schwartz, Columbia branch manager and Variety Club Tent Nine crewman, has been appointed chairman for the local observance of "Variety Week." . . . George Schenck, branch manager, Tri-State Refreshments, Inc., and his wife visited his parents in Philmont, and her parents in Elmira. He is a former chief barker of the Albany Variety Club. . . . Sarto Smalldone, owner, Malta Drive-In, Malta, and head of a Saratoga Springs realty company, has been elected president of the Chamber of Commerce in the resort city.

ATLANTA

At an election of Local F-49, IATSE, Walter McDonald, United Artists, was named president; Virginia Cutton, Columbia, vice-president; Virgil Hopkins, Allied Artists, business agent; Jim Hart, Columbia, financial secretary; and Anita Wright, Embassy, recording secretary. . . . Thelma Johnson, secretary to Jimmy Hobbs, branch manager, Allied Artists, is back at her office following a spell of illness. . . . J. A. Pritchard, western division manager; and Jimmy Hobbs, branch manager, Allied Artists, returned from a sales meeting in New York City. . . . Richard Howell, United Artists sales representative, returned from a California vacation.

BOSTON

The former Loew's State, sold to the Catholic Archdiocese of Boston in 1959 and renamed Donnelly Memorial Theatre, was sold by the Archdiocese to the Christian Science Church. No sale price has been disclosed for the property, which includes two theatres, the 3,300-seat former State, and the tiny upstairs Fine Arts, which is being operated as an art house, and shops, stores and offices. The theatre was used since its purchase by the Archdiocese for concerts, ballet, opera, and religious films. . . . Twin theatres are going to come up fast in 1964, Richard A. Smith, president of General Drive-In Corp., whose late father was known as "the father of the drive-ins," has forecast. While General hasn't built a drive-in since 1955, half of the 18 to 20 new shopping center theatres being built around the country by it will be twins. General opened the first suburban shopping center twin theatre in the country at Northshore Shopping Center, Peabody, Mass., on May 29, 1963. "This theatre proved such a success that the twin unit will figure in half of the theatres now under construction or planned," he declared. . . . Jacob Moger, father of Art Moger, exploitation chief of American International Pictures Boston branch, died following a long illness. He was associated with his son in the advertising business in Boston. . . . Harry Buttle, of National Screen here, probably has the biggest collection of still photos of film personalities ranging from the vintage years of Hollywood to newest releases outside of film museums. For the past 36 years, he's collected some 365,000 pictures running from the Biograph Studios of Hollywood's halcyon days right down to the newest film studio. His first photo was a circa 1927 still of Ralph Bellamy and Margaret Lindsay in "Meet the Wildcat." The collection value is estimated between $150,000 and $200,000. Harry spends about $25 weekly on his hobby which has developed into a full time cataloguing project. One of his three daughters handles the filing and indexing. He keeps the collection current, constantly adding to it as new stars come up.

NEW HAMPSHIRE NEWS — Walter E. Brooks, manager, Civic, has given his Portsmouth patrons a guarantee of satisfaction. He made public the following message: "We may not have the most beautiful theatre front in New England, but for comfort and quality motion pictures we take a back seat to no one. If you don't think any of our shows are what you paid to see, don't keep quiet about it. Come right out and tell me or a member of the staff, and you will be given a pass to see another show of your choice." . . . Uptown, Dover, sponsored a "Good Old Days" Saturday matinee for children with a 10-cent admission and five-cent popcorn. . . . Ioka, Exeter, had a free Christmas show for children sponsored by the Lions Club. . . . Princess, Berlin, offered free Christmas candy to children at matinees.

BUFFALO

Shea's Teck will remain closed for "an indefinite period," it was announced by management (Loew's) and the Motion Picture Operators Local 233, currently involved in a labor dispute. The theatre, closed since last summer, was scheduled to reopen Christmas Day with the new MGM picture "The Prize." However, members of Local 233 refused to report to work. "Working conditions and salaries" were given as the reasons for the dispute. Kenneth Kavanagh, business agent for the projectionists, reported his organization and Loew's were still "far apart." "As it stands now, there is just nothing more we can do," he said. Frank Arena, city manager for Loew's Theatres, which operates the Teck, announced that all advertising on "The Prize" had been cancelled. Representatives of Loew's were expected to come to Buffalo to take part in any new negotiations. Tom Harmon was imported from Providence, R. I., to manage the Teck. He previously was assistant manager of Loew's State in Providence. . . . Charles E. Funk has reclaimed his office in the Century after several months in New York as executive assistant to Salah M. Hassanein, president of Skouras Theatres and executive vice-president of United Artists

---

Area Exchange Listings

ALBANY

ALLIED ARTISTS—991 Broadway—HE 4-1101—Robert Adler, Sales Rep.
COLUMBIA—991 Broadway—HO 3-4287—Herbert Schwartz, Mgr.
METRO-GOLDWYN-MAYER—1060 Broadway—HO 5-3538—Ralph Ripps, Mgr.
NEWMAN—950 Washington Ave.—HE 8-0513—Arthur Newmann, Prop.
PARAMOUNT—991 Broadway—HO 5-7358—Richard Hayes, Mgr.
TWENTIETH-FOX—146 State St.—HE 4-6111—Al Golden, Sales Mgr.
UNIVERSAL—P. O. Box 852—IV 9-2110—Fred Kloepfer, Sales Rep.
WARNER BROS.—991 Broadway—HE 4-1197, Herbert Garnes, Mgr.
WESTEBBE—1046 Broadway—434-4159—Max Westebbe, Prop.

DENVER

ALLIED ARTISTS—2144 Champa—222-3841—Frank Green, Mgr.
AMERICAN INTERNATIONAL—2145 Broadway—825-2263—Chick Lloyd, Mgr.
AZTECA—2065 Broadway—244-4651—Gilbert Martinez, Mgr.
BUENA VISTA—2147 Broadway—255-2867—Marvin Goldfarb, Mgr.
COLUMBIA—2140 Champa—534-6341—Sam Dare, Mgr.
FAVORITE—828 21st St.—623-1221—Jack R. Felix, Mgr.
IVY—2075 Broadway—623-0373—Ivy Tullos, Mgr.
METRO-GOLDWYN-MAYER—2100 Broadway—825-8166—Geo. J. Fisher, Mgr.
NATIONAL SCREEN—2136 Champa—244-4413—Jack Lustic, Mgr.
NERCESIAN—901 Sherman—825-4864—Joe Nercesian, Mgr.
PARAMOUNT—1515 Cleveland Place, Rm. 460—8246—James Ricketts, Mgr.
TWENTIETH-FOX—2101 Champa—825-5331—Mark Sheridan, Mgr.
UNITED ARTISTS—807 21st St.—825-2325—John Dobson, Mgr.
UNIVERSAL—801 21st St.—623-3281—Murray Gerson, Mgr.
WARNER BROS.—2062 Stout—534-6178—Joe Kaitz, Mgr.

MEMPHIS

ALLIED ARTISTS—138 Huling Ave.—527-9424—Bailey Prichard, Mgr.
COLUMBIA—162 Vance Ave.—526-3268—Norman J. Colquhoun, Mgr.
HOWCO—399 So. 2nd St.E—526-8328—Charles Arendall, Mgr.
DON KAY—408 So. 2nd St.—527-4023—Bill South, Mgr.
FILM TRANSIT—311 So. 2nd St.—525-6848—G. L. Brandon, Mgr.
METRO-GOLDWYN-MAYER—158 Vance Ave.—525-5443—Louis C. Ingram, Mgr.
PARAMOUNT—502 So. 2nd St.—526-7425—Howard A. Nicholson, Mgr.
TWENTIETH-FOX—151 Vance Ave.—526-2164—Dan Coursey, Mgr.
UNITED ARTISTS—151 Vance Ave.—525-8467—James Martin, Mgr.
UNIVERSAL—138 Huling Ave.—526-4161—Bob Carpenter, Mgr.
WARNER BROS.—198 So. Main St.—526-1191—Jeff Williams, Mgr.
W&Y—492 So. 2nd St.—525-2386—Miss Tennie Yerger, Mgr.

NEW ORLEANS

ALLIED ARTISTS—143 S. Liberty St.—JA 5-9135—Ben Jordan, Mgr.
BLUE RIBBON—200 S. Liberty St.—522-0368—George Pabst & Alex. Maillho.
BUENA VISTA—Suite 404, Loren Bldg.—JA 5-2259—Paul Back, Mgr.
COLUMBIA—150 S. Liberty St.—JA 2-2782-83-84—John Winberry, Mgr.
DON KAY—150 S. Liberty St.—529-3012—Don Kay, President.
F. F. GOODROW—217 Saratoga St.—523-1474—F. F. Goodrow, Owner.
MASTERPIECE—215 S. Liberty St.—JA 2-8703-04—Phillip Silman. Mgr.
METRO-GOLDWYN-MAYER—2025 Canal St.—524-5566—H. A. Arata, Mgr.
PARAMOUNT—2025 Canal St.—Miles Bldg.—JA 5-3357—W. A. Briant, Mgr.
TWENTIETH-FOX—200 S. Liberty St.—JA 5-9858-59—Gerald Kennedy, Mgr.
UNITED ARTISTS—210 S. Liberty St.—524-3617—Gene Goodman, Mgr.
UNIVERSAL—143 S. Liberty St.—JA 2-9181—Charles Ost. Mgr.
WARNER BROS.—Suite 510, Loren Bldg.—2001 Canal St.—524-2121—L. Conner, Mgr.
WARWICK—1315 Gravier—JA 2-4536—Abe Berebson & Arthur Barnett, Owners.

New...from EASTMAN

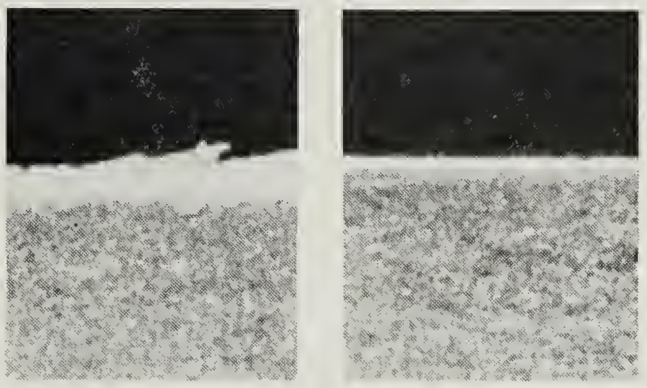
...Type A704—the uniform magnetic sound recording film

HEAR THE DIFFERENCE: "R-type" binder—an entirely new, smoother, homogeneous oxide layer—reduces tape noise and intermodulation distortion.

Extremely tough, wear-resistant, but without abrasiveness, it minimizes oxide build-up on recording and pick-up heads.

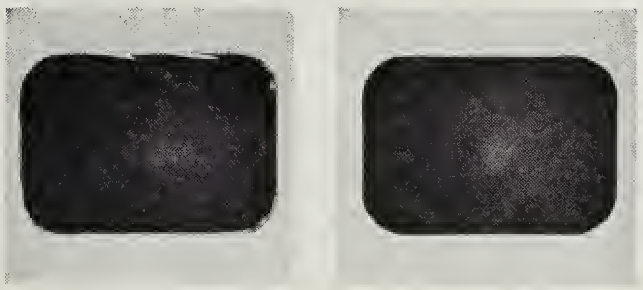
With its high chemical stability, it makes for long life, prolonged usefulness of the recorded library.

And, most important, new "R-type" binder permits uniform oxide coatings of superb magnetic characteristics. *Its high output and low print-through result in excellent reproduction quality—more vibrant highs, a more natural balance between highs and lows.*



EDGE SLITTING exerts great influence on ultimate audio quality; uneven tracking introduces intermodulation distortion. Note loose particles on rough guiding edge shown in photomicrograph of conventional film *at left* compared to evenness of EASTMAN Magnetic Sound Recording Film *at right.*

SEE THE DIFFERENCE: Printed on the back of the new Type A704 film is the permanent legend "Eastman Kodak Co.," together with a series of dispersion numbers. This "Life-Time Coding" provides a convenient, accurate means of indexing film by content, a useful reference for logging of optimum bias settings, re-use and purchase data. *What's more, it is your assurance of highest quality.*



PERFORATING affects audio fidelity. Note the superior perforations of the Eastman product *at right* compared to the uneven perforations of conventional film *at left*. Eastman perforating is known for quality, for conformance to high standards and for rigorous uniformity.

AVAILABLE NOW: 16, 17½ and 35mm widths in a complete range of cores and windings. For further information about EASTMAN Magnetic Sound Recording Film, Type A704, as well as the new EASTMAN Sound Recording Tapes, write:

MOTION PICTURE PRODUCTS SALES DEPT.

EASTMAN KODAK COMPANY, Rochester, N.Y. 14650

Theatres He will supervise and promote the UA theatres in Buffalo (Century) and in Pittsburgh (Penn). William Martin will continue to manage the Century.

CHARLOTTE

Theatre ushers, doormen, concession attendants, and cashiers are exempted from a new 85-cents an hour minimum wage law which went into effect in North Carolina Jan. 1. The new figure, enacted by the 1963 State Legislature, replaces a 75-cent minimum wage law which had been in effect since 1959. . . . The Durham, N. C. Ministers Association announced that it intends to look into what it terms an increase in pornography and obscenity in motion pictures, television, books, and magazines. The Rev. Harold Elsam, president of the group and chaplain at the Veterans Administration Hospital, said the frequent appearance of pornographic scenes in motion pictures shown here, as well as in television programs and other media, has created a "menace" to the thinking of the residents of the area. He added that the problem and its increase and greater acceptance has caused a "great deal of concern" among members of the ministerial body, which plans a special meeting soon to see samples from films, television, magazines, and books, and determine what they can do, if anything, about the situation. He said the possible effects of this increased problem on the spiritual life of the community is a "grave" matter, and that the ministers are interested in doing something to help to "curb the persistent ebbing away of the moral fiber of the community by this menace."

CHICAGO

Frances May has been named manager, Teitel's Globe. . . . Ralph Smitha, general manager, Essaness Theatres, and Will Holden, district manager, B and K Theatres, are cochairmen for theatre divisions of Crusade for Mercy's campaign to benefit Red Cross and Community Fund. . . . Victor Bernstein, branch manager, Allied Artists, is receiving congratulations after being elected chief barker of the Variety Club. . . . Alliance Circuit has opened their CATV antenna service for Pontiac, Ill., now making five stations in service for the antenna division. . . . Bob Campbell, Skyvue Drive-In, Lebanon, Ind., has been receiving congratulations on two recent advents, becoming a grandfather for the first time and being elected to the city council. . . . Pete Panagos, vice-president and promotion manager, Alliance Theatres, and his wife, are the proud parents of a newly-born daughter, Sara. . . . Ben Levy, 59, manager for theatres in the Balaban and Katz chain, died in St. Luke's Presbyterian hospital. Among theatres he managed for B and K were the United Artists, Granada, Nortown, Rivera, Roosevelt, and Congress. He leaves surviving his widow, a daughter, and a son. . . . Clark theatre is selling Cinebook as a holiday gift for movie fans, each priced at $5. The book contains coupons good for $5 in admissions and two free passes. . . . Art theatre has joined Rex Theatre Circuit. Della Gallo, booking office, will book the house's film programs. . . . Oakland Square, Stanley Circuit, is now running only weekend twin film bills.

CINCINNATI

The Kilgore Amusement Co., Inc., has taken over the operation of the art Guild under a five-year operating contract with owner, Willis Vance. The contract carries an option of renewal for five year extension after the end of the first five. Edward Salzberg, Screen Classics, who will book and buy for the Kilgore company is an art-film authority with nation-wide contacts on art movies and foreign pictures. The new arrangement will give the art house a wider selection of pictures with continuance of present promotion and management by personnel now running the theatre. . . . The local chapter of Colosseum celebrated its 25th anniversary at a luncheon in Variety Tent Three clubrooms, Vernon Manor Dec. 26. Among these present was Pete Niland, who started the organization in 1938. . . . E. C. Naegel, formerly with American International, is new salesman for the Frank L. Weitzel Booking Service. . . . Wally Allen, who was with the Chakeres Theatres for 10 years, has returned as the circuit's booker after a 10-month stint with Alexander Enterprises. . . . Phil Chakeres, president, Chakeres Circuit, has returned to his winter home in Miami Beach after a business meeting in the home office in Springfield, O. . . . Ray Nemo, exploiteer for Columbia Pictures, was in Indianapolis looking after the welfare of Joan Crawford, who was there to promote "Strait-Jacket," which opens soon in the area.

COLUMBUS, O.

Ed McGlone, RKO city manager, announced that Stanley Kramer's Cinerama comedy, "It's a Mad, Mad, Mad, Mad World," will open Feb. 19 at RKO Grand. The theatre will close its run of "How The West Was Won" on Feb. 11, to allow time for installation of the new single-lens Cinerama system. . . . Samuel T. Wilson, theatre editor of the Columbus Dispatch, attended the underwater premiere of Warner Brothers' "The Incredible Mr. Limpet" at Weekie Wachee, Florida. . . . Prospects are dim that the Hartman, sole legitimate theatre, will have any bookings this season and possibly next, said Samuel T. Wilson in his Sunday Dispatch column. . . . Jimmy Rea, operator of the Free Christian Drive-In here on summer weekends, was called "a showman for the Lord" by the Columbus Citizen-Journal, in announcing his selection as one of the 10 Columbus Men of the Year. Admission to the religious films shown at the drive-in is gratis, but a free-will offering is accepted. Rea makes up any deficits out of his pocket.

DALLAS

Earl Podolnick, president, Trans-Texas Theatres, led a home office group which participated in the reopening ceremonies of the Hollywood, Fort Worth, Tex., which is managed by Harry Gaines. The theatre was remodeled at a cost of between $150,000 and $200,000 and was reopened on Christmas Day. Patrons were greeted with a new marquee, new lobby, new seats with new seating arrangements, carpeting, new rest rooms, a television lounge with color sets, new concession stand, new lighting fixtures, new furnishings and fixtures, new drapes, new vending machines, and a box office which was moved from the front to the lobby. . . . The Dallas Variety Club and the members of the Women of the Motion Picture Industry held a combined Christmas dinner and dance at the site of the Variety Club rooms, Holiday Central. . . . The WOMPI Premierettes were on hand for the premiere showing of "It's A Mad, Mad, Mad, Mad World" at the Capri. . . . Bob Lee, booker for United Artists, who suffered a serious injury in a recent hunting accident has gone home from the hospital but will be under medical care for some time. . . . "Cleopatra" closed its longest Texas run at the Tower on Christmas Eve. . . . A Leonard Chance memorial fund has been started here to assist the family of the late longtime employee of the Variety Club who recently died after weeks of expensive care in a local hospital. Funds are being accepted by the Variety Foundation of Texas. . . . Tom Carlisle, production assistant on the UA film, "From Russia With Love," is scheduled to visit Dallas on a promotion tour in behalf of the film on Jan. 21. . . . Tom Merriman, winner of the Academy Award and Cannes Festival Award for his industrial films, has been named musical and creative director of Studio Ten Productions, a new commercial production studio which has been opened here. . . . Carl Foreman, who wrote the screenplay, produced and directed "The Victors" for his Highroad Production Co., was a three day visitor in the Dallas-Fort Worth area in behalf of the film. He hosted a press conference here at his suite in the Sheraton Dallas Hotel and a luncheon at the Chaparral Club. . . . Dr. Norman Vincent Peale was also in the Dallas-Fort Worth area speaking both in Dallas and Fort Worth. The Peale-bio motion picture, "One Man's Way," with Don Murray in the title role, will also receive some promotion during the clergyman's stay. . . . The Perry Como coast to coast television show will originate from Dallas on Jan. 23 and will feature a number of Hollywood name stars. They include Jimmy Durante, Dorothy Provine, and Russ Tamblyn. The show will originate from the State Fair Music Hall.

DES MOINES

C. A. Caligiuri, manager, Paramount exchange, is the new chief barker of Variety Tent 15 for the coming year. Caligiuri succeeds R. G. Olson, Universal manager, who served in the post the past year. Elected to serve with Caligiuri are Don Knight, assistant general manager of Tri-States Theatres, first assistant chief barker; Art Stein, Central States, second assistant; Charles Stark, Des Moines Register and Tribune, property master; and Joe Jacobs, Columbia manager, dough guy. . . . The State, Lake Park, Ia., was damaged in a recent fire which originated in an adjoining bowling establishment. A fire wall helped contain the blaze, but the roof of the theatre was damaged along with some of the theatre equipment.

DETROIT

In Saginaw, Mich., the Michigan, which has been dark for some time, has found a new tenant in Kenneth Stevens. The 1248 seat auditorium was relit the Christmas week end. Clark Theatre Service of Detroit buys and books. Stevens also operates the Northland Drive-In, Clare, Mich.

The tenant at the Music Hall, devoted to Cinerama, is about to change. After a 50-week stay, "How the West Was Won" moves out. The next releasee is Stanley Kramer's UA single-lens "It's a Mad, Mad, Mad, Mad World." The newcomer moves in Feb. 11. . . . Cashier and ticket machine will be replaced by counters and tellers. The Della, Flint, long a part of W. S. Butterfield Theatre's circuit, largest in Michigan, has been sold. It will be transmuted into a bank.

HOUSTON

The neighborhood Interstate Theatres offered something different to patrons for four days with free admission to the first 10 patrons each hour. On Sunday, it was free Dr. Pepper drinks to each patron; on Monday, it was Sweetheart Day with free admission to wife, sister, girl friend, or sweetheart; and on Tuesday it was free popcorn and family day with children free when accompanied by parents. . . . Jeanette MacDonald is recovering in Methodist Hospital from surgery to remove a block in an artery leading to her head. The singer and actress reportedly is doing well. . . . The Alpha Epsilon Rho fraternity at the University of Houston is producing a 30 minute documentary film about the activities of a movie company of "The Traveling Lady" in the Wharton-Columbus, Tex., area. The film was shot there in November by Columbia Pictures, with Steve McQueen and Lee Remick in the star roles. . . . Because "Under the Yum Yum Tree" is not recommended for children, the Santa Rosa staged special Christmas shows featuring Elvis Presley in "Kid Galahad" and on Saturday, "Kathy O," with all seats going at 25 cents. . . . Lee Minoff, an associate of director Stanley Kubrick, was in the city in behalf of "Dr. Strangelove: Or How I Learned to Stop Worrying and Love the Bomb." . . .

JACKSONVILLE

Lt. Kenneth L. "Skipper" Barrett, Jr., USAF, son of Florida State Theatres' traveling auditor, and Mrs. Barrett, is on a year's tour of duty as a pilot of heavy transport planes in South Viet Nam. The Barretts' daughter, Virginia, who is married to Lt. Ronald H. Byrd, USAF, was delighted to have her husband home for Christmas with their two daughters, Betsy and Lynda. Before New Year's, Lieutenant Byrd returned to duty in Keflavik, Iceland. . . . Barbara "Sunny" Greenwood, Universal booker, enjoyed a year-end leave of absence in Atlanta and Gainesville, Ga. . . . Dianne Norris, Imperial concessionaire. is working toward her ambition of becoming a member of the underwater ballet team at FST's Weeki Wachee. . . . In a surprise move, FST's suburban Edgewood went into a first-run policy for the duration of its run of "The Sword in the Stone" and FST's downtown Imperial went into the Edgewood subrun policy during the same period.

MEMPHIS

"Common Law Wife," filmed on the Texas Gulf Coast by Texas Film Producers, received one of Edwin Howard's (Press-Scimitar Amusements Editor) most scathing criticisms. "It's amateur week in Dixie with the opening at Loew's State of "Common Law Wife," which at least lives up to the first word of its title. The National Board of Film Estimates has not bothered to classify this ludicrous opuscule. If it did, I am sure it would rate it A (for Adults), but if I were doing It, I would give it N (for Nobody)". . . . The Roxy, Blytheville, Ark., will reopen in Feb. The house was severely damaged by fire and is being repaired. Skyvue Theatre, Jackson, Tenn., has closed for the season. Ritz Theatre, Oxford, Miss., reopened after being closed for the Christmas holidays. . . . It has been predicted that 1964 may see the end of film censroship in Memphis, known throughout the nation for strict and unpredictable censroship. Two court tests of Memphis movie censorship decisions are scheduled for late Jan. One case involves the French-made film, "I Spit On Your Grave." The other concerns "Women of the World," in which Embassy Pictures is attempting to have the city censorship laws declared unconstitutional. Embassy's attorneys believe that if they can get a ruling on the merits of the film itself, they can get the local censorship laws declared unconstitutional.

NEW HAVEN-HARTFORD

The RKO General $10 million pay-tv experiment at WHCT-TV (channel 18) here, first over-the-air subscription tv project in America, has passed the 3600-subscriber mark. . . . James M. Totman, Stanley Warner New England zone manager, was in New York for circuit home office meetings. . . . Charles Jones has been promoted from assistant manager, SW Capitol, Willimantic, to temporary assignment as manager of the Palace, Norwich. . . . Paul Kennedy resigned as stage manager at the SW Garde, New London. . . . Fern Lee Markoff, daughter of the Markoff Bros. Theatres' Mr. and Mrs. Joseph Markoff, was married in a Colchester synagogue to Philip Schaffer of Milton, Mass. . . . John Lawrence, spokesman for Payne Associates, leasing and management agents for the Springfield Plaza Shopping Center, Springfield, Mass., disclosed last week that negotiations are under way for addition of a 1,000-seat motion picture theatre. . . . Harry K. McWilliams, Continental Distributing exploitation force, lunched with William Decker, SW resident manager at the deluxe 70 mm. Strand, Hartford, to discuss mid-January Connecticut bow of "Mediterranean Holiday." . . . Stanley Warner Management Corporation planned to close down the 1,500-seat Strand, Hartford, for three days prior to Jan. 17 world premiere of Continental's first Wonderama attraction, "Mediterranean Holiday," to permit installation of a new screen measuring 60 feet wide and 20 feet high. SW resident manager William Decker was to host top industry figures and press representatives at a Statler Hilton dinner prior to Jan. 16 invitational screening. . . . As a gesture of good will, Robert Tirrell, Lockwood and Gordon Hartford district manager, has made the marquee of the suburban East Windsor Drive-In Theatre available for community messages during the winter months. The theatre is closed until spring. . . . Leonard Sampson and Robert G. Spodick, partners in the Nutmeg Theatre Circuit, have incorporated another theatre firm, to be known as Amity Theatre, Inc. Business address is 1 Lincoln St., New Haven, which is home office for Sampson and Spodick, operators of the Lincoln and Crown. New Haven; Fine Arts, Westport; County Cinema, Fairfield; and Norwalk, Norwalk. Unit is to shortly start building another hardtop at Wilton. Incorporators of Amity Theatre, Inc., are Sampson, Spodick, Clara P. Sampson, and Pearl B. Spodick. . . . James M. Totman, Stanley Warner New England zone manager, has given Alfred G. Swett additional responsibilities as managing director of the newly-constructed, super-deluxe Cinemart Theatre in the Hamden Shopping Mart, suburban New Haven. Swett, based at the SW zone offices in New Haven, will continue to supervise the zone flagship, Roger Sherman, New Haven, and also direct zone advertising and publicity. Swett, formerly Lynn, Mass., district manager for SW, at one time served as the circuit's Albany district manager. . . . In exchange policy that can be called a "first" for Connecticut, the independent Rivoli, Hartford, is accepting phone reservations for the Bailey Whalley, New Haven, exclusive Connecticut engagement of 20th-Fox's "Cleopatra." The film has yet to be scheduled for Hartford.

NEW ORLEANS

R. E. Almand reopened the Sabine, Merryville, La., after a few months closing. . . . George Russell closed the Rex, DeKalb, Miss., due to illness. . . . Charles Bazzell kept the Varsity, Baton Rouge, La., closed during the recent holiday vacation of LSU. . . . Mrs. Nell Renfro suspended operation of the Ren Drive-In, McComb, Miss., until spring. . . . Patrons of the RKO Orpheum are participating in the "Pic-A-Pics" contest which calls for a written statement of 25 words or less why a current movie shown at the theatre was preferred. The two top prizes are a 1964 Triumph Convertible and a trip to London.

CLARK
TRANSFER
INC.

829 N. 29th St.
Philadelphia, Pa. 19130
CEnter 2-3100

1638 Third St., N.E.
Washington, D. C. 20002
DUpont 7-7200

David E.
BRODSKY
Associates
THEATRICAL INTERIOR DECORATOR
242 N. 13th St. LO 4-1188-89 Phila. 7, Pa.
PAINTING • DRAPERIES • MURALS
STAGE SETTINGS • WALL COVERINGS

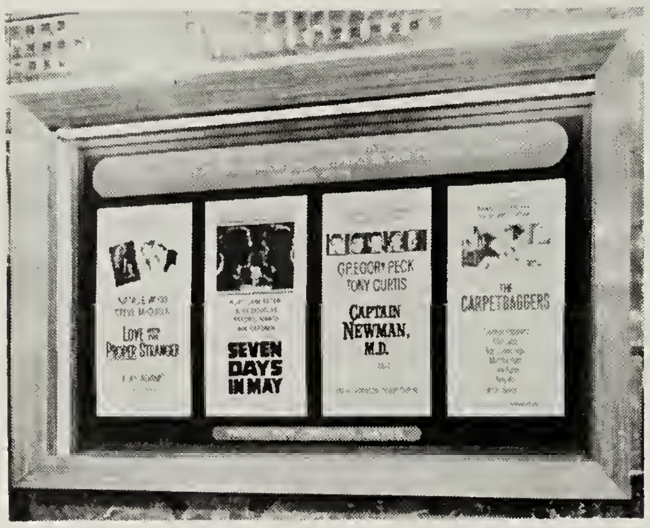
PROGRESSIVE ELECTRIC
CONSTRUCTION CO. INC.
240 N. 13th ST. • PHILADELPHIA 7, PA.
Theatre Installations
and Maintenance

PHILADELPHIA

Melvin Fox's Fox, Riverside, N. J., was destroyed by fire with eight other buildings. . . . 20th-Fox's "Cleopatra" continues at the SW Stanley at lower prices, no reserved seats. . . . Judy Gorlen, Roy Robbins' secretary at Stanley Warner, announced that she is getting married to Marty Barofsky. . . . Pennsylvania Governor William W. Scranton has personally commended Frank Perry's "Ladybug, Ladybug" and its film-makers and expressed his delight with the qualities of the United Artists picture. The Governor said, "We are delighted that the scenic qualities of rural Pennsylvania were found to be ideal for the purposes of the film." . . . Bernard Schantzer ended his management of the Fulton Art Theatre, Lancaster, Pa., and the Fulton Opera House Foundation, a non-profit local corporation which purchased the property, took over. They purchased the equipment from Schantzer and plan to continue a policy of selected art films under the management of Dr. Darrell Larsen, retired, director of Green Room Club of Franklin and Marshall College. . . . Edward S. Burrow, 82, owner, Lansdale, Lansdale, Pa., died. . . . Abraham Blumberg, vice president, Blumberg Brothers, theatrical supplies, died in Hahnemann Hospital. Surviving are his two sons, Benjamin and Harry.

PORTLAND

Rex Hopkins, Orpheum manager and Fox-Evergreen manager for Portland, attended the four-day National General Corporation clinic in Los Angeles representing the circuit's Oregon and Washington houses. . . . At least four theatres here broke house records over the Christmas-New Year's holiday. The Broadway reported the biggest gross in five years for Universal's "Charade;" the Guild smashed all recent records with MGM's "The Prize;" the Irvington with 20th Century-Fox's "Move Over, Darling," played to capacity audiences; and Columbia's "Under the Yum Yum Tree" continues with top patronage at Cinema 21. . . . Drive-ins in the area started a weekend winter schedule with most planning to continue operating, weather permitting. Weather continues mild for January, with temperatures in the top 40's. Drive-ins in this area have been playing first-run product with plans to continue this policy in the spring. . . . Arnold Marks, Journal Entertainment editor, returned from a week's visit to the Los Angeles-Hollywood-Beverly Hills area and heads for Weeki Wachee Springs, Fla., for Warner Brothers' "The Incredible Mr. Limpet."



David E. Milgram's Fox, Philadelphia, recently announced the next six months' coming attractions with this attractive lobby display.

SALT LAKE CITY

The multi-million dollar project of renovating the old ghost town of Park City, Utah, was completed and was celebrated with one of the main features the opening of the Park City's Silver Wheel Theatre, which offered a stage presentation as the opening innovation. "Gold In The Hills" was the production which brought the Gay Nineties to life again on the stage highlighting the official opening of "The Park City Recreation Development" by Salt Lake Community Players. . . . "How The West Was Won," in its 36th week at the Villa held a special performance for elder citizens and shut-ins by Fox-Intermountain Theatres and Cinerama, Inc.

SAN ANTONIO

Work is nearing completion on the repainting of the marquee and outdoor signs at the downtown Texas, a Cinema Arts operation. All neon tubing is also being repaired to give the Texas a "new look" on the outside, according to Richard Vaughn, manager. . . . Mark Stephen Poulos was named first place winner in the San Antonio Light-Woodlawn sponsored contest, "Nobel Prize Winners." The entry earned a $50 cash award. The contest was held in conjunction with the showing of "The Prize." Prizes were awarded by Tom Powers, city manager for Cinema Arts Theatres. . . . An appreciation dinner was held here at the San Antonio Country Club for Texas Lt. Gov. Preston Smith, who is also a theatre operator. Sponsored by the San Antonio Medical Association, business friends of Smith, and the San Antonio Chamber of Commerce, the dinner was in recognition of Smith's legislative work for the city. . . . Daniel Ingle received $50 as first prize because his description of movie actress Elke Sommer was judged best in the contest conducted by the San Antonio News. Miss Sommer, who stars in "The Prize," currently showing at the Woodlawn, was described in about 1,000 different ways with several thousand different adjectives in the contest. The contest was for men only and the pictures of the star were run on the sports page. . . . The five Household Furniture Stores were offering two free tickets to the Texas with the purchase of each Sealy mattress or box spring, or four tickets with the purchase of a Sealy mattress and box spring combination. The tie-in was with the showing of Jerry Lewis in "Who's Minding the Store?" at the Texas. . . . Roy Moore, Jr., head of Moore Drive-In Theatres here, (four drive ins), returned from a business trip to Dallas. . . . The H. E. B. Food Stores have gone all out in the promotion of the Jerry Lewis comedy, "Who's Minding the Store?" at the Texas. It is conducting a contest for the "H. E. B. Manager For A Day" to mind one of the H. E. B. supermarkets, with the winner to receive $100 cash plus a $100 H. E. B. grocery gift certificate. A special coupon is available to enter the contest at the Texas or any food mart of the chain.

SEATTLE

James Selvidge, manager, Ridgemont, is sponsoring two new film series. Old films obtained through New York's Museum of Modern Art, whose library of early movies is most extensive, will be shown each Wednesday and Thursday evenings through Feb. 27. The second series, to be European films, will stress French product and comedies, including 11 French features, two British, and one American—14 features combined into seven double-bills that will play for two weeks each, through April. . . . "Man in the Middle," 20th-Fox, opens at the Fifth Avenue Jan. 22. . . . "Soldiers in the Rain" (AA) will open at the Fifth Avenue on Jan. 29. . . . "The Sound of Music" opened a two-week engagement Jan. 6, Monday at the Opera House. . . . Northwest Releasing has a full schedule of entertainment for Seattleites in the months to come. Five attractions for February have been booked, including Jose Molina and his world-famous dance group at the Moore Feb. 5 and 8; Fred Waring and his orchestra at the Opera House Feb. 12; Mischa Elman at the Moore Feb. 15; "How to Succeed In Business Without Really Trying" Feb. 17 for three weeks; and Jose Greco and his Spanish dance company at the Opera House Feb. 28.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

You only need three of the above letters to spell more profits from your concessions — and they are A B C.

(And we do the job from A to Z)

ABC VENDING CORPORATION
BERLO DIVISION
333 SOUTH BROAD STREET, PHILADELPHIA 7, PA.
Offices in all Principal Cities

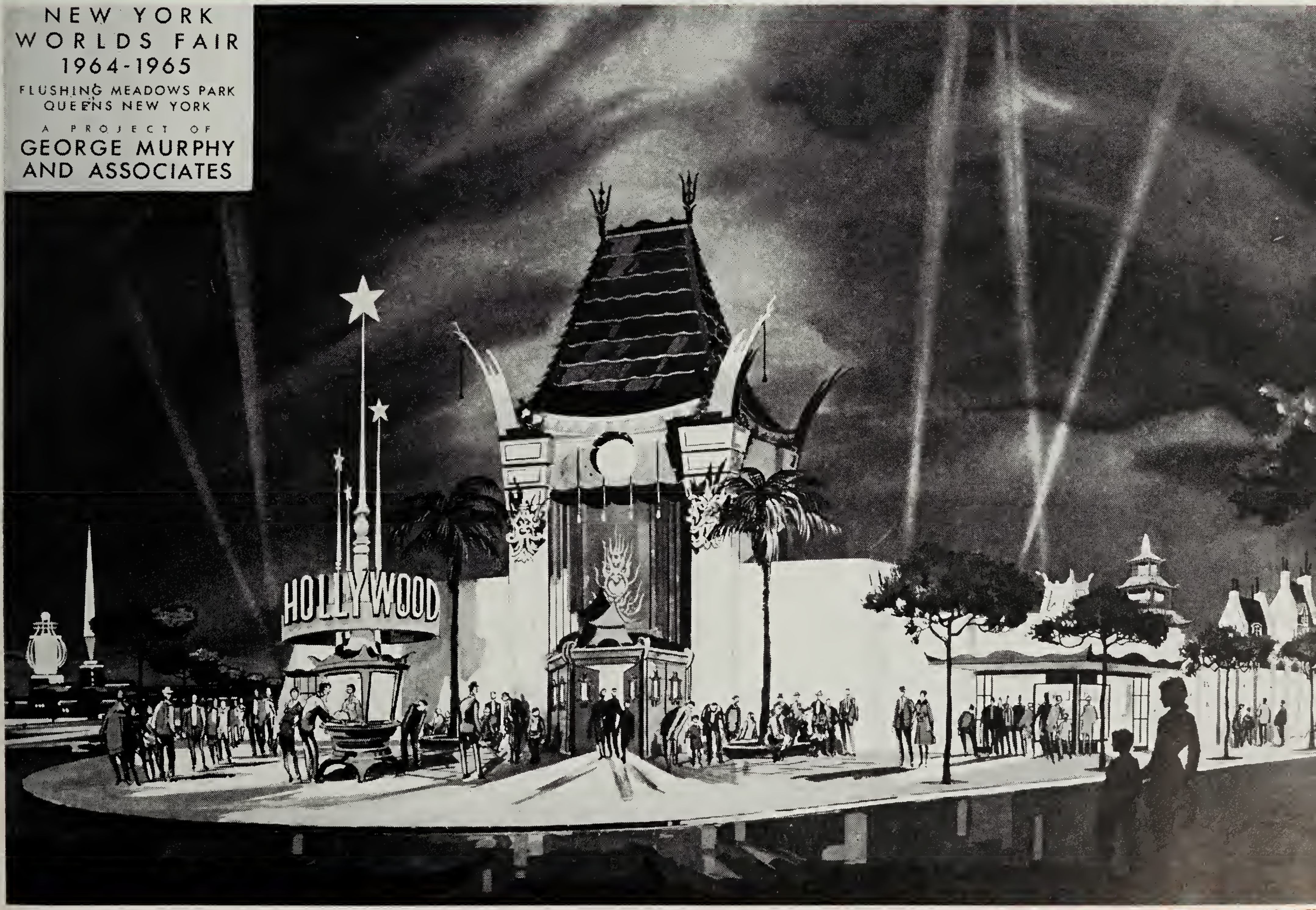
In This Issue: •

Developments In Seating *Page PE-4*
Integrated Ceiling System *Page PE-6*
N. J. Entertainment Complex *Page PE-8*
New Products *Page PE-10*

PHYSICAL THEATRE

•

EXTRA PROFITS



NEW YORK
WORLDS FAIR
1964-1965
FLUSHING MEADOWS PARK
QUEENS NEW YORK
A PROJECT OF
GEORGE MURPHY
AND ASSOCIATES

COVER PHOTO • Famed facade and forecourt of Grauman's Chinese, complete with footprints of Hollywood stars, will be duplicated for entrance to the Hollywood Pavilion at the N. Y. World's Fair 1964-65. Billboards commemorating film classics will ring the enclosure.

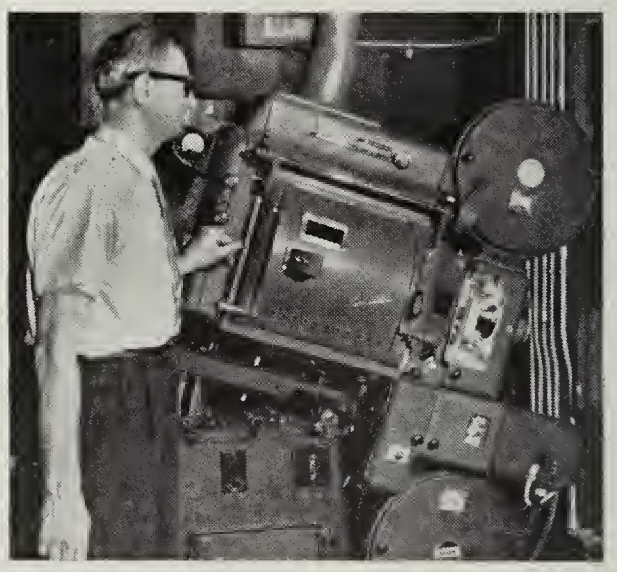
Volume 19 Number 1
January 15, 1964

A once-a-month combined department of Motion Picture Exhibitor devoted to the physical structure of the conventional and drive-in theatre, its design, equipment and furnishings, with a special section emphasizing theatre refreshment operations and management.

When the eyes of the world were on the screen...

Simplex equipment was in the projection room...

New York's first International Film Festival was probably the most important event of its type ever held in the United States. It took place this past September at the magnificent Philharmonic Hall at Lincoln Center for the Performing Arts, and was the type of occasion, and setting, that called for the most advanced, most trustworthy projection equipment available. That's why the management of Lincoln Center had National Theatre Supply Company install a Simplex XL Projection and Transistor Sound System—the equipment used in so many famous theatres throughout the world. Incorporating every new engineering advance as well as many exclusive features . . . Simplex is recognized throughout the industry as the finest professional projection equipment being built today.



Projectionist Louis Schneider is shown with one of the Simplex XL projectors permanently installed in the projection room of Philharmonic Hall.

Simplex® X·L

PROJECTION and SOUND SYSTEMS

Distributed by

National
THEATRE SUPPLY COMPANY
N.T.S
Home Office: 50 Prospect Ave.,
Tarrytown, N.Y. MEdford 1-6200

Subsidiary of General Precision Equipment Corporation GP

Branches from Coast-to-Coast: ATLANTA • BALTIMORE • BOSTON • BUFFALO CHARLOTTE • CHICAGO • CINCINNATI • CLEVELAND • DALLAS • DENVER • DES MOINES DETROIT • HOT SPRINGS • INDIANAPOLIS • KANSAS CITY • LOS ANGELES • MEMPHIS MILWAUKEE • MINNEAPOLIS • NEW ORLEANS • NEW YORK • OKLAHOMA CITY • OMAHA PHILADELPHIA • PITTSBURGH • SALT LAKE CITY • ST. LOUIS • SAN FRANCISCO

Editorial

For Your Information . . .

No doubt, our readers are just as aware as we of the necessity for specialized trade papers. Where, after all, could you find a digest of the news you need to know about the trade if not in its own unique press?

This being the first issue of a new year, we would like to take you behind the scenes for a glimpse at the machinery which makes possible the rapid, accurate, and complete flow of news from the many segments of the industry to its largest public, the theatremen of America.

To begin with, news—the events you should know about if you are to be truly informed about your business—is generated in countless ways. A man takes a new job—a company develops a new product—a corporation embarks on a new policy—a familiar figure passes away, all of these events are recorded in this periodical.

Our basic function is to pass on to our readers the events of significance, interpreting them where we feel their implications may be of import.

Keeping you up to date on the happenings in the industry is a full time job, not only for the people of the trade press, but for those specialists employed by the companies associated with the industry. Consider that this publication, for instance, *prints a number of words equivalent to more than 20 novels each year.*

The fact that each sentence in a magazine such as this has been carefully screened for clarity and correctness not once, but several times before it reaches you, might indicate the size of our task. Of course, it should be mentioned that only a fraction of the material sent to the desks of this publication, for instance, ever gets into print. If it were feasible for every party with some bit of information they felt theatremen should know to contact you by mail, you would find that you would receive daily, enough material to fill several volumes.

Your editors spare you, for one thing, the tedium of wading through much matter of remote consequence. Remember too, that they are specialists in obtaining information that might easily be kept from an individual's ears.

This all points up the need on the part of the small army of public relations men, those in the news departments of the industry's corporations, the reporters and editors of the press, to guard the reader's confidence in the material that reaches them through the trade media.

It is, after all, on the basis of this information, that many of your own business decisions are made. During the coming year, you may rest assured that this publication will endeavor to hold up its end of the dependency the press and its readers traditionally share.

PHYSICAL THEATRE • EXTRA PROFITS • Sectional department of MOTION PICTURE EXHIBITOR, published once a month by Jay Emanuel Publications, Inc., 317 North Broad Street, Philadelphia 7, Pennsylvania, 19107. All contents copyrighted and all reprint rights reserved.

Al deProspero, editor

Strong
BI•POWR RECTIFIER SAVES EVEN MORE THAN PROMISED

"Your local dealer . . . pointed out that we would save about $35 per month on our electric bill. Actually we save close to $42 per month since we have changed over from our generator. It is good to know that we can depend upon you and your dealer organization."

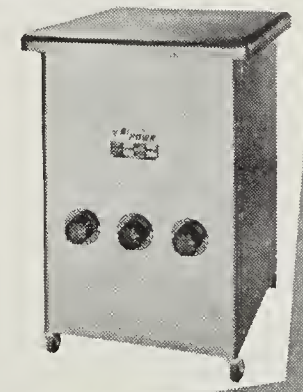
*—D. M. Pearce
Ascarate Drive-In Theatre,
El Paso, Texas*

DESIGNED FOR THE OPERATION OF 2 ARC LAMPS

This new type silicon diode stack transformer-rectifier, is the most economical means of power conversion ever manufactured.
No flicker or other change in projected light when striking the second arc.

DEPENDABLE

"Lo-Strike*" feature associated with each output protects the silicon stacks from overload, and prevents destruction of carbon crater upon striking the arc.



SAVES ON INITIAL COST!

Sells for 15% less than two of the lowest priced 90-135 ampere rectifiers, and costs less to install. Requires only one line service.

SAVES ON SPACE

Requires one-third to one-half less floor space than two separate rectifiers spaced for proper ventilation.

DUAL OUTPUT RATING OF
60-85/ 60-85 AMPS/ 35-45 V
75-105/ 75-105 AMPS/ 48-61 V
90-135/ 90-135 AMPS/ 56-70 V
120-160/ 120-160 AMPS/ 58-75 V

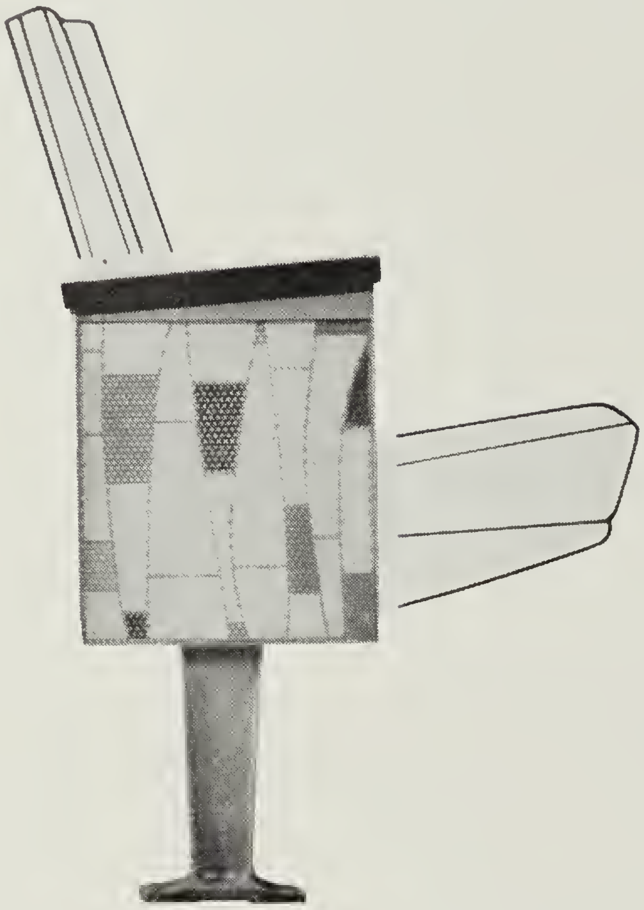
SEND FOR LITERATURE

The Strong Electric Corp.
21 City Park Ave., Toledo 1, Ohio

**Not supplied as regular equipment on 60-85 ampere and 75-105 ampere models.*

PHYSICAL
THEATRE

Vol. 19, No. 1 Jan. 15, 1964



'Stellar Series' by American Seating

Comfort With A Modern Touch

■ In the evolution of theatre design and furnishings we can easily see how importantly exhibition regards the physical and mental state of being of its customers. By and large, we are, along with hotels and motels, one of the most comfort conscious of the service industries.

Our industry pioneered air conditioning and the epitome of sumptuous elegance was long the theatre lobby. Boxoffices have been moved indoors, restrooms made more spacious and attractive, art galleries set up in lounge areas —no step deemed too ostentatious that it might escape trial in at least one theatre.

In seating, a half-a-century has seen the patron moved from camp stools and unfinished benches to deep-padded reclining seats that are the next best thing to that standard of seating excellence, the barber's chair.

Scientifically designed to minimize patron fatigue and discomfort, today's theatre chair is a wonder of the best of science and nature. Materials such as the new foam paddings have taken the stiffness out of heavy duty cushions, since one-piece molded cushions of this material require no additional padding and stand the most rigorous compression and shock tests with ease.

Improved adjustment features allow the chair to comform to postural variations.

With the functional aspects of seating design largely resolved, manufacturers are now turning their attention to appearance. It appeared inevitable that seating design change along with auditorium interiors. As decorative art on walls, pillars, and proscenium lost favor and architects began to utilize the unbroken masses of space and monochromatic planes, interior designers and decorators were faced with the problem of relieving what amounted to a monotony of form and color.

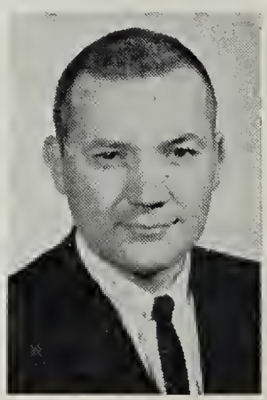
The most recently introduced models in the theatre chair field show that their manufacturers were conscious of permitting the designer or interior decorator more freedom than ever in selecting production model chairs that could be ordered with highly colorful backs, mosaic side panels, natural woods or upholstered arm rests, and a variety of other features hitherto available only on a custom order basis. Options in fabric choice and color show the same consciousness of changing needs on the part of the seating buyer.

In an effort to bring our readers up to the minute on developments in the field, we contacted the principal suppliers to the industry and requested they tell you about their newest lines themselves. The following statements concern two totally new additions in the theatre seating field, which should prove of interest for their decorator possibilities.

By Gene C. Campbell
Theatre Product Manager
American Seating Company

Custom styling without custom pricing—this phrase sums up the goal of American Seating Company, Grand Rapids, in creating its new Stellar Series of theatre chairs.

In a very real sense, the new line is the company's response to a long-felt, often-voiced wish on the part of theatre architects and decorators for greater variety in chair styling, end standards and upholstery fabrics within the framework of limited budgets.



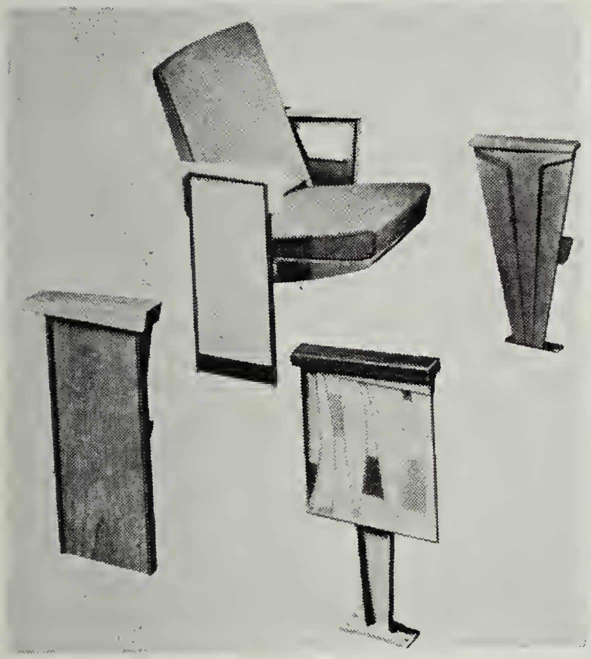
Campbell

Now, thanks to the basic new design of the Stellar Series, American Seating is able to say, in effect, to architects and decorators: "Pick your style, pick your fabric, pick your aisle standard. You can have chairs made for your theatre alone. Even if you want a chair that looks like the custom model we installed at New York's Philharmonic Hall in Lincoln Center for the Performing Arts, we can make that, too."

Consider the versatility of the Stellar Series.

(Continued in next column)

"Stellar Series" chair comes in variety of widths with three different backs: fully upholstered; solid-molded outer back of Amerflex polyethylene; or soil-guard molded over top of chair back to protect fabric from wear. Backs and seats are padded.



American Seating Co. introduced this new chair, designed to allow architects and decorators an almost unlimited choice of end standards, design motifs and upholstery fabrics. "Stellar Series" chairs offer "custom" features at line prices.

The chair comes in 20″, 21″ and 22″ widths and is available with three different types of backs: fully upholstered; with the outer back solid-molded of Amerflex plastic; and with a soil-guard molded over the top of the chair back to protect the fabric from wear.

Both the backs and self-rising seats are padded with Amerfoam urethane foam. Center standards may have optional double armrests—of either plastic or wood—enabling each person to have his own armrest. End standards come in a wide variety of styles—wood tones, simulated grille patterns, geometrical designs—and the plastic backs may be had in such colors as rose, turquoise, pink taupe, cypress green, red, oyster white and opaque gold. The possible combinations are almost limitless.

By providing the first new look in theatre chairs in 25 years, the Stellar Series opens up new dimensions in theatre decoration. American Seating also provides technical advice on floor plans, sight lines, floor mounting versus riser attachments, chair spacing economies and cost savings.

Research and development have made American Seating Co. a world leader in public seating. The Stellar Series is but one of its products designed to meet the need for more modern seating for today's modern buildings.

Photo shows Heywood-Wakefield's new TC-1000 Series chair with fabric end panels. Full choice of materials for end panels, arm rests, and backs is available in the just-introduced addition to the Co. line.

From Heywood-Wakefield
The TC-1000 Series

In the competition with TV and other entertainment in and outside the home, theatres must not only offer "movies that are better" but also the kind of comfortable seating that makes the transition between the easy chair at home and the theatre chair less noticeable.

Long known for the comfort and flexibility of their theatre chair design, Heywood-Wakefield now introduces a new series of chairs —the TC-1000 Series—which exemplify the finest combination of ultra-comfortable seating with a bright "fresh look" which permits more individuality in theatre decoration than has ever before been possible.

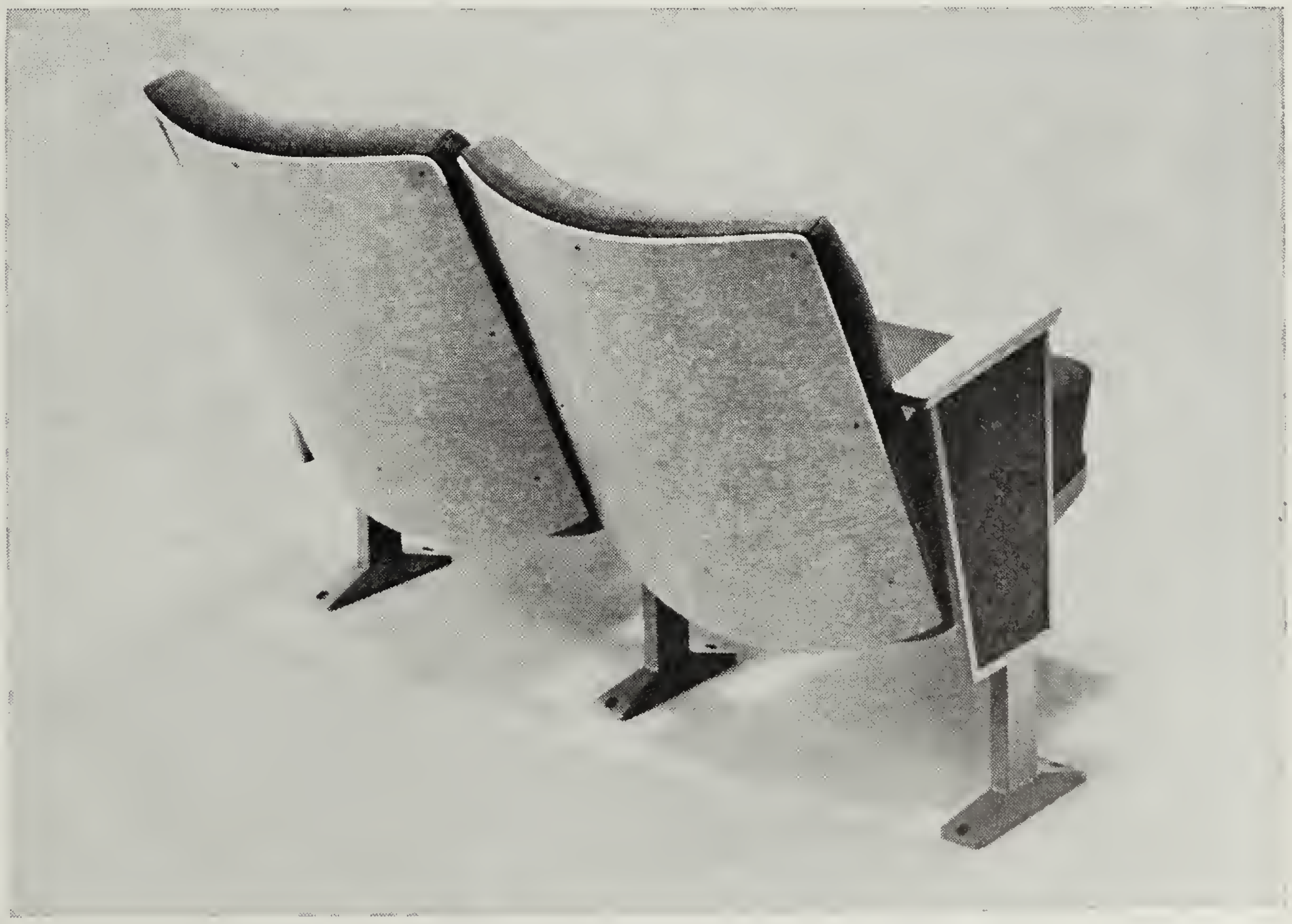
These new TC-1000 chairs offer unlimited decorative possibilities to brighten any theatre decor. Their side panels may be of almost any material imaginable—fabric, wood, ceramics, metal, plastic. They may be in any color desired. These striking chair panels may be varied from row to row, even from chair to chair.

Series TC-1000 chairs are designed for maximum comfort as well as functional and aesthetic beauty. Patrons will enjoy deep-seated comfort that never "hits bottom."

Seats have 16 individual coil springs, with foamed full-rubber cushion. Backs may be full coil spring or padded. End and center standards are of rigidized steel construction. Backs are protected by an all-steel rolled edge protecting the upholstery at the top and sides. Either short back (with kick plate) or extended backs protect the seat cushion in either the raised or lowered position.

For the ultimate in theatre chair comfort, Heywood-Wakefield still offer in their 700 series their deluxe "Rocking Chair" model and the "Relaxing Recliner" model which have won wide acclaim among architects and theatre patrons alike.

As with all Heywood-Wakefield chairs, the relationship of seat to back is scientifically determined to the proper posture for the utmost comfort of the theatre patron.



Rear view of Series TC-1000 chairs shows full kick plates.

New Suspension Ceiling System

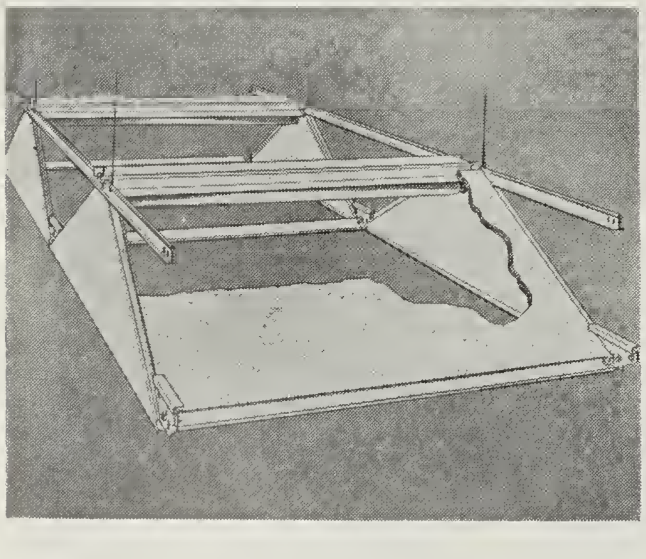
LANCASTER, PA.—A concentrated research effort aimed at simplifying ceiling specifications for commercial and institutional buildings has led to the development of an unusual new type of ceiling system which incorporates its own lighting, air distribution, and acoustical control.

The new system, perfected by a team of Armstrong Cork Company research engineers, is the result of an extensive search for a practical means of combining all major ceiling functions into a single, totally integrated ceiling assembly. The development now makes it possible to achieve complete control of thermal, visual, and acoustical environment with only one ceiling specification.

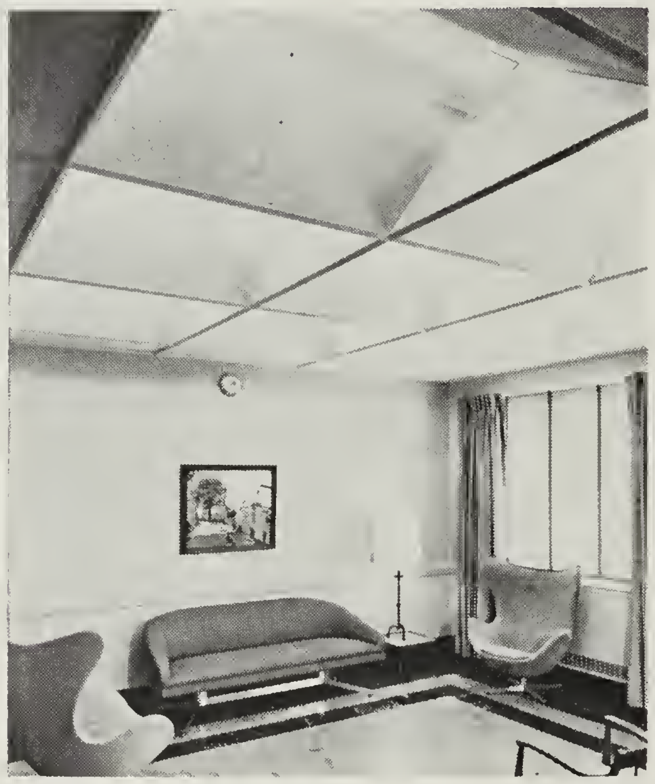
One of the chief problems in conventional ceiling design, according to Armstrong, has been the growing complexity of mechanical and electrical equipment that must be incorporated into the ceiling to meet the demand for higher lighting levels and better air conditioning efficiency. Not only has there developed a serious shortage of ceiling space, but because of a lack of coordination in the design of this equipment, architects have found it increasingly difficult to maintain a unified ceiling appearance. Ceilings are often "cluttered" with numerous, unrelated utilities, which, in turn, detract from the overall interior appearance.

"Tented" Modules

The new Armstrong ceiling, however, coordinates for the first time the functions of lighting, air distribution and acoustics into a unified design concept. Although completely equipped to supply all necessary heating, cooling, ventilating, lighting, and sound control for the room in which it is installed, the ceiling itself contains no visually prominent elements to detract from the interior decor.



Drawing of Luminaire Ceiling suspension system shows how ventilating acoustical panels are supported at 33° angle in the grid. The panels rest directly on the flanges of the grid members, forming two sides of the Luminaire module. Remaining two sides are triangular shaped metal end-panels. Fluorescent light fixture, shown at the apex of the module, simply "lays in" to the grid the same as the ceiling panels.



Total integration of all ceiling functions—lighting, air distribution, acoustical control and decoration—into a unified design concept has been achieved with the Armstrong Luminaire Ceiling shown above. All system components have been designed to work together, greatly simplifying problems of ceiling specification and installation. Note, for example, the arrow shaped ceiling runners and lamp shields in the upper foreground.

Called the Armstrong Luminaire Ceiling, the new system consists of a geometric complex of planes, designed into a 50-inch modular arrangement. Instead of a conventional flat surface, the ceiling offers a succession of dramatic, folded-plate modules, each serving as a mechanically independent source of lighting, air-conditioning, and acoustical control.

Two incombustible mineral acoustical panels, each rising 33° from horizontal, form two sides of the "tented" Luminaire module, while a pair of triangular shaped metal end panels form the remaining two sides. Illumination is provided by a specially designed fluorescent light fixture which fits into the apex of the module and is supported directly on the ceiling suspension system. The fixture is designed to accommodate one, two or three fluorescent tubes, depending upon illumination requirements in the room.

Air distribution with the new system is handled in the same manner as a standard Armstrong Ventilating Ceiling. Conditioned air is first discharged into the sealed plenum through a stub duct opening, then under continuous, even pressure, it is forced down into the room through thousands of tiny openings in the Luminaire panels.

The ceiling's unusual geometric configuration not only creates a striking installed appearance, but also substantially increases the efficiency of the light fixtures. The 33° pitch of the acoustical panels results in maximum downward direction of light, and therefore, maximum utilization of lamp output. Moreover, since the entire ceiling is utilized as a light reflective surface, the system delivers approximately 10 per cent more light to the work plane than standard commercial recessed fixtures.

Another advantage of the folded-plate design is that it serves to shield the lighted tubes from the normal line of sight. Even with bare lamps, the system easily meets the requirements established by the Illuminating Engineering Society for control of direct glare. Prismatic lenses may be used over the lamps, if desired, but are not absolutely necessary.

With or without lenses, illumination provided by the system is highly uniform, comparable in effect to that provided by a "luminous" ceiling. Since every Luminaire module contains its own light source, the light from adjacent modules tends to overlap, eliminating distracting areas of shadow that often occur at the work surface with conventional recessed light fixtures.

Cuts Lighting Costs

The exceptionally high lighting efficiency of the system—in the neighborhood of 80 per cent for a bare lamp installation—also helps cut lighting costs by providing more actual illumination per fixture. In addition, the "open" design of the ceiling facilitates lamp maintenance, and prevents excessive heat buildup around the tubes which can affect lamp efficiency and shorten lamp life.

Since the entire Luminaire ceiling is, in effect, a self-contained source of air-conditioning, lighting, and acoustical control, arrangement of floor space beneath the ceiling is highly flexible. Partitions can be placed along any grid line with assurance that the space will be adequately served by all three elements. This is especially important in rental properties, Armstrong said, because of the constantly changing occupancy requirements. In conventional installations, room layout is often determined by the location of light fixtures and air diffusers in the ceiling, instead of the needs of the tenant.

Fire Proof Material

From an acoustical standpoint, the new Luminaire ceiling supplies substantially more sound absorbing surface than an ordinary flat ceiling, due to the angled configuration of the ceiling panels. The panels themselves are rated Class A (Incombustible) under the flame resistant section of Federal Specifications SS-A-118b, and can be lifted out of the grid at any time for access to the plenum space above.

Since uniformity of air flow through the Luminaire ceiling is directly related to the uniformity of air pressure in the plenum space above, Armstrong has expanded its original Plenum Engineering Procedure to include data for the correct design of a Luminaire ceiling plenum. A separate engineering procedure is also available to assist in the design of the lighting system.

Trans-Texas Remodels Fort Worth Hollywood

On Christmas Day, 1963, the new Hollywood Theatre, Ft. Worth, reopened after a very extensive $150,000 remodeling program. This is the first such remodeling since the Hollywood opened its doors 34 years ago. Nothing was spared in cost or time to make this Trans-Texas Theatre showcase the most magnificent, beautiful, downtown motion picture theatre in the State of Texas.

New marquee, lobbies, lounges, roomier comfortable seats, G.E. Color T.V. Lounge, projection and sound, concessions, inside lobby boxoffice, fixtures, soda machines, cigarette machines, carpets, drapes, lighting, everything was replaced.

The theatre reopened with Warner Brothers' "4 For Texas."

Trans-Texas Theatres' officials are Earl Podolnick, president; Wroe Owens, vice president; Norm Levinson, general manager & advertising-publicity director; J. E. Brassell, head booker; J. A. Lewandos, treasurer; Dick Empey, assistant advertising director and Gene Welch, assistant booker. The manager of the Hollywood is Harry Gaines.

Opening night festivities included 100-piece giant Castleberry Lion High School Band, kleig lights, three hour live broadcast on KXOL, full coverage by local newspapers, four T.V. stations, seven radio stations, red carpet, personalities, 2,000 helium filled balloons, etc.

This was considered by local critics as the biggest fanfare ever accorded to any opening of any theatre or event in Ft. Worth.

Downtown streets were blocked off to handle the thousands of people. Twelve policemen were assigned on duty. The street festivities were followed by a gala party at the Hollywood Room of the Worth Hotel, attended by Podolnick and Trans-Texas officials, invited guests, and personalities and a 25 piece orchestra.

Being true showmen, Trans-Texas Theatre officials promoted 80 per cent of all festivities. The opening campaign was arranged by Norm Levinson, general manager; Dick Empey, assistant advertising director and Harry Gaines, manager.

The contractors who co-ordinated every movement with Podolnick were Commercial Theatre Construction Company of Dallas (Carl Keller, general contractor); marquee by McAx Sign Co. of Dallas; seats, carpet and concession equipment by Modern Sales & Service, Dallas. Jim Vowell of Ft. Worth was the architect.

From the time the Hollywood doors opened, through the last feature, long lines wrapped around the corner breaking all existing records of the 34 year history of the Hollywood.

Special sections were used in the two Ft. Worth newspapers, The Ft. Worth Press and The Ft. Worth Star-Telegram.

Friden Names New Electromode Director

ROCHESTER, N. Y.—Robert E. Pequignot, Fairport, New York has been elected a vice president of Friden, Inc., Rochester operations. Pequignot, formerly vice president, secretary and treasurer of commercial controls, Friden subsidiary in Rochester, will direct operations of Friden's Electromode Div. and other Rochester activities under executive vice president James A. Trainor.

Pequignot

"This promotion is in line with the growth objectives set for Friden when we merged (Oct. 1963) into the Singer Co.," stated Philip R. Samwell, president of Friden. "Mr. Pequignot's ability, experience and enthusiasm will be used heavily to lead Electromode in its future expansion program."

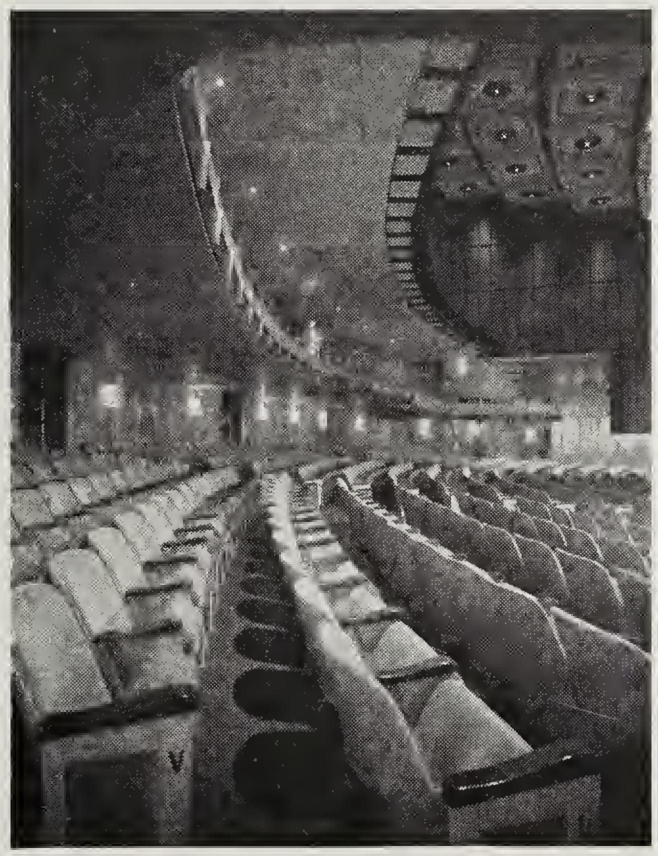
Pequignot, a graduate of Notre Dame, has been associated with the electric space heater business since 1936. He joined the company's Electromode division in 1946 as division general manager.

Personnel and operating policies of the electric heater manufacturer will not be affected.

The primary purpose of this change is to give a strong common identity to the activities of the Friden organization. "The reorganization," says Pequignot, "is basically an internal matter. It will in no way alter our existing relationships with customers and suppliers and we will continue to offer the same high quality products and superior service as in the past."

Comfort-Engineered
THEATRE SEATING
by HEYWOOD-WAKEFIELD

Patrons of Detroit's luxurious FISHER THEATRE enjoy the comfort of 2,081 gold and white Heywood-Wakefield Theatre chairs, TC-700. Aisle standards, center panels and chair backs are of rigidized steel. Large, shaped arm rests are an additional comfort feature.



Houston's WINDSOR CINERAMA THEATRE provides the utmost comfort for its patrons with 1,005 Heywood-Wakefield TC-706 Airflo Rocking Chairs. These chairs feature coil spring seats and backs and foam-padded upholstered arms. The spring base mechanism automatically retains a comfortable seat-to-back ratio regardless of how the patron shifts his weight or position.

• Heywood-Wakefield theatre seating features chairs with deeply padded backs and coil spring seats which conform readily to provide perfect comfort in any position. They add a spirit of luxury to any theatre... plus unequaled durability, comfort and economy. See Sweet's Catalog (36d/He) or let us send you a portfolio describing the entire Heywood-Wakefield line.

HEYWOOD-WAKEFIELD
HW
EST. 1826

Heywood-Wakefield • Public Seating Division
Menominee, Michigan

RCA
THEATRE
SERVICE
CHECKS
UP TO
150 POINTS
ON EVERY
SERVICE
CALL!

RCA'S COMPREHENSIVE
SERVICE CHECKLIST INCLUDES:
- ☑ SPEAKERS
- ☑ SOUNDHEADS
- ☑ AMPLIFIERS
- ☑ POWER SUPPLIES
- ☑ SOUND CONTROLS
- ☑ MOTORS
- ☑ FREQUENCY RESPONSE
- ☑ SOUND QUALITY ANALYSIS

The RCA Theatre Service Program is planned to be thorough . . . planned to be complete . . . planned to produce superior performance. Thousands of exhibitors enjoy this better service program—why don't you?

TECHNICAL PRODUCTS SERVICE
RCA SERVICE COMPANY
A Division of Radio Corporation of America
Camden 8, N. J.

Rear view of Indoor Shows elevated patio, concessions area & booth.

North Jersey All-Weather Twins

THE North New Jersey communities of East Brunswick and Edison can now boast of being the sites of a pair of new, all-weather motion picture theatres, each having a thousand-seat indoor and large capacity drive-in theatre.

Harry and Joe Appleman, owners, built the two cinema cities within 13 miles of each other—remarkable since the aggregate seating capacity of the two centers exceeds eleven thousand persons. Rapid growth and development in the suburban communities, called the fastest growing in the state, was cited as the motivation for the extensive entertainment project.

The two entertainment centers are practically alike, except that one drive-in has a slightly reduced capacity. The indoor theatres of the Turnpike and the Edison-Plainfield theatres each have capacities of 1,000 persons and parking space for 500 cars. The Turnpike's drive-in can accommodate 1,600 autos and the Edison-Plainfield's, 1,400.

The indoor theatre auditorium, concession center and projection area are located in large, identically designed buildings in both theatres.

Total seating capacity for the Turnpike exceeds six thousand, while its twin, the Edison-Plainfield accommodates five thousand-plus patrons.

The basis of the two theatres' buildings is, of course, the large-capacity indoor auditoriums. Separate entrances to the concessions areas, which serve both D-I and indoor patrons had to be incorporated into the design. Six cafeteria style lanes channel capacity crowds through the facility with speed during peak periods.

Admission policy was designed to encourage family patronage. Children under 12 are admitted free when accompanied by parents, except on days when matinees are presented in the indoor theatre. Both of the all-weather theatres' indoor facilities feature nursery rooms where mothers may care for tots. The rooms have bottle warmers and junior toilet facilities.

The indoor auditoriums feature American Seating Co.'s Bodi-Form chairs with fully upholstered backs with foam padded seat cushions. Ample spacing was provided in both orchestra and balcony sections.

The auditoriums are temperature controlled for year 'round comfort. It required a 125 ton refrigeration plant to cool the 1,000 seat auditorium, capable of moving 15,000 cubic feet of fresh air per minute. Heating and air conditioning is automatically controlled to compensate for temperature variations resulting from changes in the crowd size.

Electrical requirements for the theatres proved far greater than even the largest theatre might use. The connected load draws 1200 amperes at the Edison-Plainfield and 1600 amperes at the Turnpike. More current is needed at the Turnpike since 500 electric heaters were installed in the drive-in theatre area. More than 65 miles of copper wire is used in the two installations.

The booths contain Ashcraft arc lamps and rectifiers and Simplex XL Projectors and sound equipment. The indoor theatres are equipped with Core-Lite arc lamps. The Edison-Plainfield D-I is equipped with the new Super-Core-Lite while the Turnpike uses the Super-Cinex.

Each indoor theatre is equipped with a 52-ft. Techni-Kote screen fully lighted by the Core-Lites burning at 100 amperes.

The drive-in theatre screens are 125 feet wide. The Turnpike Super-Cinex lamps burn at 165 amperes while the Super Core-Lite lamps at the Edison-Plainfield burn at 150 amperes.

Each indoor theatre is equipped with a Simplex all transistor sound system.

The Edison-Plainfield D-I was equipped with a special Simplex XL and Altec sound system with transistorized pre-amplifiers and four Altec No. 1570-B one hundred seventy watt power amplifiers. The Turnpike drive-in is equipped with Simplex XL-Altec sound system with six Altec 1570-B power amplifiers. Ditmco Juncion boxes and Simplex In-Car speakers are used in both theatres.

General Register 2 x 1 ticket register and transaction counting system with overhead indicating lights are used with four-lane Eprad electronic car counting systems.

James J. Thompson of Somerset, New Jersey, was architect.

All projection and sound equipment, theatre seating, house and stage draperies and ticket and car accounting equipment was installed by the New York branch of National Theatre Supply Co.

Odeon North Bay Redone

NORTH BAY, ONTARIO — Residents of North Bay, Ontario, found it hard to recognize the 603 seat Odeon Theatre, when the hoardings were stripped away. The latest renovation undertaken by the Canadian theatre chain has transformed the northern Ontario house into a cleanly-designed, modern unit at a cost of $70,000.

The theatre was re-opened by North Bay Mayor C. H. Hewitt, who cut a ceremonial ribbon before an excited, capacity crowd. Outside the theatre was a blaze of light from the new marquee. Above it, the new red neon theatre sign, topping the modern illuminated yellow-plastic background readograph, highlighted the new gold and white ceramic-tiled front wall.

Brilliantly-lit, recessed poster frames now stretch through the modern aluminum-framed glass doors to the outer lobby, made more spacious by the removal of the original island box office. The new one is recessed into the left wall of the outer lobby.

The foyer, like the whole interior, is finished in various shades of gold. This decor extends to the new exit drapes and screen curtains. The latter, now very modern in appearance, have a vertical swag which remains after the curtain has gone up, as a top border.

The opening night patrons found that increased comfort was, however, the major factor achieved in the renovation. The original seating has been reduced to 537 newly installed push-back chairs, and the space thus gained has been added to the aisle and row widths. Real "stretch-out" leg space was the main subject of conversation.

A new screen, up-dated projection and sound, and refrigerated air conditioning rounds out the list of improvements to the North Bay Odeon. The renovations have produced a gem among the smaller-sized Canadian theatres, and is an example of the way in which the Odeon company is carrying out its pledge to restore to better-than-new condition, the company's houses across Canada.

SMPTE Booths Sought

NEW YORK—Applications already have been received for 27 of the 80 booths just announced as available at the 95th Technical Conference of the Society of Motion Picture and Television Engineers (SMPTE). The conference will be held April 12-17, 1964, at the Ambassador Hotel, Los Angeles.

As was the case at the exhibit during SMPTE's West Coast conference in the spring of 1962, the great emphasis is expected to be on the latest in television equipment. Also to be exhibited is new equipment in the fields of motion pictures, photo-instrumentation and high-speed photography.

Waner To L.A. Confab

NEW YORK—John M. Waner, chief color consultant for Eastman Kodak Co. in Hollywood, has been named program chairman for the 95th Technical Conference of the Society of Motion Picture and Television Engineers (SMPTE), Los Angeles.

Waner is serving under the Society's editorial vice-president, Herbert E. Farmer of the University of Southern California's Department of Cinema, and SMPTE's papers committee chairman, C. Loren Graham of the Kodak Color Technology Department in Rochester, N. Y.

ask your dealer for the reflector

WITH THE 2-YEAR COATING GUARANTEE

Strong TUFCOLD

The first surface reflector with the harder than glass, flake and peel-proof front coating.

Guaranteed twice as long, they actually cost much less per month than any others.

Replace your old reflectors now. Your dealer has the size you need.

THE Strong ELECTRIC CORP.

21 CITY PARK AVENUE • TOLEDO, OHIO 43601
PHONE: (419) 248-3741

All in one package

LEASE FINANCE PLAN
TECHNICAL PLANNING
TOP GRADE EQUIPMENT
THAT INCLUDES NORELCO PROJECTORS

Soundheads — Lamps — Projectors — Amplification Speakers — Seating — Screens
Screen Towers — Carpets — In-A-Car Speakers — In-A-Car Heaters.

Now you can finance new theatre equipment — remodel or replace outmoded equipment in your present one all with the same company. No need to purchase part of the equipment from one company, have it installed by another, and serviced by a third. Ballantyne technicians handle your theatre work from start to finish. And saves you money.

Ballantyne
Instruments and Electronics, Inc.
1712 JACKSON ST. OMAHA, NEBRASKA 68102
A DIVISION OF ABC VENDING CORPORATION

NEW PRODUCTS
... that have Theatre interest

Shock-Resistant Bulb

General Electric announced it has increased dramatically the in-service life of its 11-watt incandescent sign lamp. The new design withstands severe laboratory vibration tests two to four times longer than any previous design.

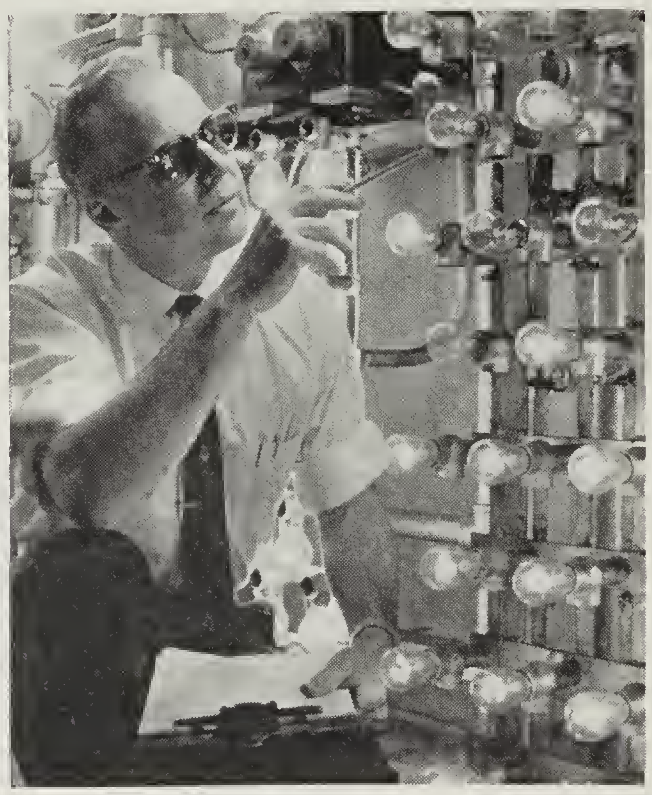
The accomplishment was attributed by G.E. to the development of a new rhenium-tungsten filament which is highly resistant to shock and vibration, causes of early lamp failures in many sign lighting applications.

The resulting increase in lamp life will reduce the cost and annoyance of sign-lighting maintenance according to G.E.

Early sign lamp burnouts in the past typically have occurred in signs where vibration is caused by wind and traffic, in revolving or animated signs, and in signs equipped with transformers, flashers, and scintillators.

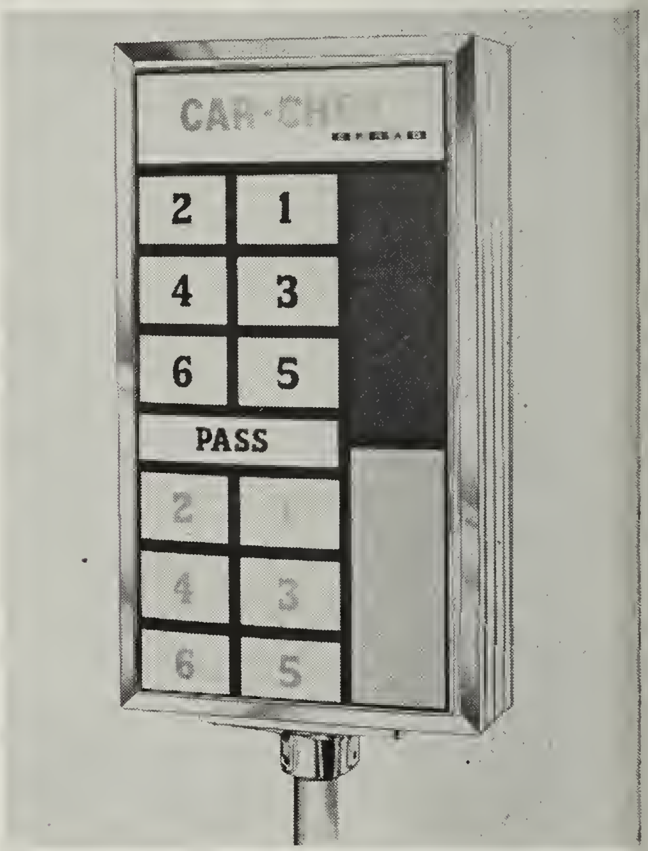
Rhenium, used here for the first time in an incandescent lighting lamp filament, is described by G.E. as "a rare metallic element which is heavier than lead and costlier than gold." In a rhenium-tungsten alloy it reduces the sign lamp filament's brittleness under operating conditions. Filaments of the new alloy replace tungsten filaments used in the past.

Resistance of new-design lamps to vibration, first demonstrated by tests conducted in the laboratory, has been substantiated in the field, according to G.E. In one test, improved lamps were placed in a severely vibrating motel sign with a three-year record of 20 per cent lamp failures in 30 days and 50 per cent in six months. There was not a single failure of the new lamps in a six-month period.



GE engineer Vincent Carlson checks performance of sign lamps on vibration rack. After 700 hours operation, seven of 10 old-type bulbs have failed while all lamps with vibration-resistant filaments at bottom are functioning.

D-I Boxoffice Checker



A new electronic system for drive-in theatre boxoffice control is in production, according to Paul J. Voudouris, Eprad, Inc., theatre products sales manager.

A preview of the Car-Chek system was enthusiastically received by theatre owners at the recent T.O.A. Convention in New York.

The Co. states that the system is the only one that "forces" patrons to cooperate with the owner in maintaining accurate and complete boxoffice control. The combination of visual and electronic features force both the patron and the cashier to scrupulously account for all boxoffice transactions, the Co. states.

The system was designed as a management tool, and records and reports all pertinent information concerning boxoffice and money, according to Voudouris.

Car-Chek features include a patron's pay indicator that lights up brightly to show the amount to pay and at the same time permits owner, supervisor, etc., to check on cashier's operation.

Norelco
PROJECTION EQUIPMENT

Available from leading theatre supply dealers

NORTH AMERICAN PHILIPS COMPANY, INC.
Motion Picture Equipment Division
100 East 42nd St., New York 17, N. Y.

HERE IT IS!

—the greatest assurance of CLEAR CRISP SOUND for your drive-in

the KNEISLEY Silicon Exciter Lamp Supply, Model R-1220

ONLY $129.50

will do for you what it has done for others, give you clean, crisp, sound, with a "hiss" instead of an objectionable annoying "hum." NO HUM whatever in "off sound" periods.
Request a unit from your supply dealer today. Switch from AC to DC. The improvement will amaze you. If you are not satisfied your dealer will remove it at no cost or obligation to you. Or if you prefer, write us direct. Address department P.

THE KNEISLEY ELECTRIC CO. P.O. BOX 1506 TOLEDO, OHIO 43603

AT THE MOVIES
POP CORN
go better with Coke
AT THE MOVIES
POP CORN
things go better with Coke

John H. Stembler, left, president of the Georgia Theatre Co. and chairman of the board, Theatre Owners of America, inspects the final art work for advertising featuring the "At the Movies" popcorn and Coca-Cola promotion created by the company. Harvey Westfall, Theatre & Concessions Manager for Coca-Cola explains the activity. Advertising will appear on Hi-Spot locations and on photomural inserts in key transportation centers beginning this month and running through February, 1964. Estimated consumer impressions for the Hi-Spot coverage will be in excess of 800 million while the photomural inserts should top 300 million during the total campaign.

Kodak Makes Sales Appointments

ROCHESTER, N. Y.—Eleven managerial appointments in Eastman Kodak Co.'s Motion Picture Products Sales Department were announced by Gerald B. Zornow, vice-president for marketing.

At the East Coast Division (New York) John A. Pistor was named general manager; E. M. Stifle, manager of engineering service; and L. A. Bonn, sales manager.

At the Midwest Division (Chicago), Kenneth M. Mason becomes general manager; W. A. Koch, manager of engineering service; and J. H. Maynard, sales manager.

At the West Coast Division (Hollywood), J. L. Courcier is appointed general manager; Dr. N. L. Simmons, manager of engineering service; and W. L. Farley, Jr., sales manager.

At the Southern Division (Rochester, N. Y.), Gordon A. Chambers is named general manager and G. H. Tubbs becomes manager of engineering service. Sales to Southern Division customers will be handled by the Midwest Division.

Effective Dec. 30, 1963, as previously announced, Eastman Kodak began distribution of its professional motion picture films direct to customers, with no substantial change in operational methods.

Donald E. Hyndman, Kodak assistant vice-president and manager of the Motion Picture Products Sales Department, said that inquiries about sales or engineering service should be directed to the division offices listed above, except in the case of the West Coast. Engineering service requests there should go to the motion picture products office at 6706 Santa Monica Boulevard, Hollywood.

Orders for professional motion picture film should be sent to the nearest of three warehouses located in New York City, Chicago, and Hollywood.

Vinyl-Backed Carpet

TOLEDO—Businessmen can now give their patrons the "red carpet treatment" in a low cost, practical manner. This has been made possible by a new type cut pile continuous filament nylon carpet of attractive red which is fused to a pliable grease-resistant solid vinyl backing.

It completely dries wet shoes, is easily cleaned, even with a hose, and dries quickly. Spike heels will not catch in the rugged pile surface which makes it ideal for high traffic areas. It is available in 36 and 48-inch widths in rolls of up to 20 yards.

Crush "Stars for '64"

EVANSTON, Ill.—Crush International Inc., fountain division, announced a new sales incentive program entitled, "Parade of Stars For '64."

Derrill Stevenson, national sales manager of the fountain division, unveiled details of the program at a recent sales conference. The winning territorial manager of the Crush International fountain sales force will be given all the exciting grandeur of a "Hollywood Premiere," including the opportunity to perform in a major TV show in Hollywood. The Hollywood trip for two will include a full week in fabulous southern California.

BEAUTY and WEAR ability
enjoy equal billing
when MASSEY does it!

Today, more than ever, theatre seating must look more appealing and last longer. Toward that end, MASSEY uses only those materials and parts that CAN be fully guaranteed, and matches it with the highest calibre of craftsmanship and service. It is this type of value-giving that has earned for MASSEY their reputation as "leaders in seating rehabilitation." Like to have our ideas and estimate?

now featuring

MASCOFOAM SEAT CUSHIONS

More durable, more comfortable, safer. Fire & moth-resistant, won't lump, sag or mat. Moulded to "breathe" and may be cleaned. Ask for samples.

MANUFACTURERS:

Foam rubber & Spring cushions; coverings.

DISTRIBUTORS:

Upholstery fabrics, general seat supplies.

MASSEY
SEATING CO.
100 Taylor St., Nashville, Tenn.
Phone: Chapel 2-2561

CARBON ARCS . . . for finest Projection . . . Compact Xenon Arcs

Lorraine Arc Carbons
division
- Brighter Light on Screen
- Longer Burning per Carbon
- More Economical . . .

XETRON® products
division
XETRON LAMPHOUSES by Cinemeccanica • XETRON POWER SUPPLIES by Christie

CARBONS, INC. BOONTON, N. J.

Ballantyne Income Jumps

OMAHA—Ballantyne Instruments and Electronics, Inc.'s gross sales doubled and net income quadrupled over 1962 figures said J. Robert Hoff, executive vice-president and general manager.

He said that "This record year has been the result of the introduction of our complete equipment finance package for shopping center theatres, deluxe downtown theatres, and small and large drive-in theatres.

"Sales of our Flavor-Crisp pressure frying equipment have also shown dramatic growth. As of today, we have a backlog of theatre contracts in excess of $2,000,000, which is equal to our entire business in this division in 1963. Therefore, 1964 should produce even greater gains in gross business and net income."

Hoff said that over 20 theatres were equipped by Ballantyne during the last four months of 1963, climaxed by seven theatres being opened in December alone, including the simultaneous opening of two shopping center theatres in Youngstown, Ohio for the Broumas circuit on Christmas Day.

He added that Ballantyne will emphasize their 6-4-1 transistorized sound system for small and large conventional theatres.

Edward J. Nelson, vice-president and assistant general manager of Ballantyne, is on a survey trip to Kansas City, Oklahoma City, New Orleans, Birmingham, Huntsville, Milledgeville, Ga. and other points in the South, where financed theatre equipment will be installed in the next few months. In at least two instances, both an indoor and a drive-in theatre are involved in the same city.

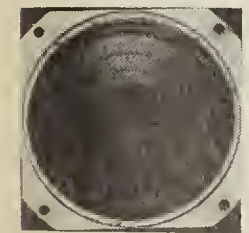
ASHCRAFT

CORE-LIGHT
SUPER CINEX
CINEX SPECIAL

PROJECTION LAMPS
AND HIGH RECTANCE
MULTI-PHASE RECTIFIERS

★

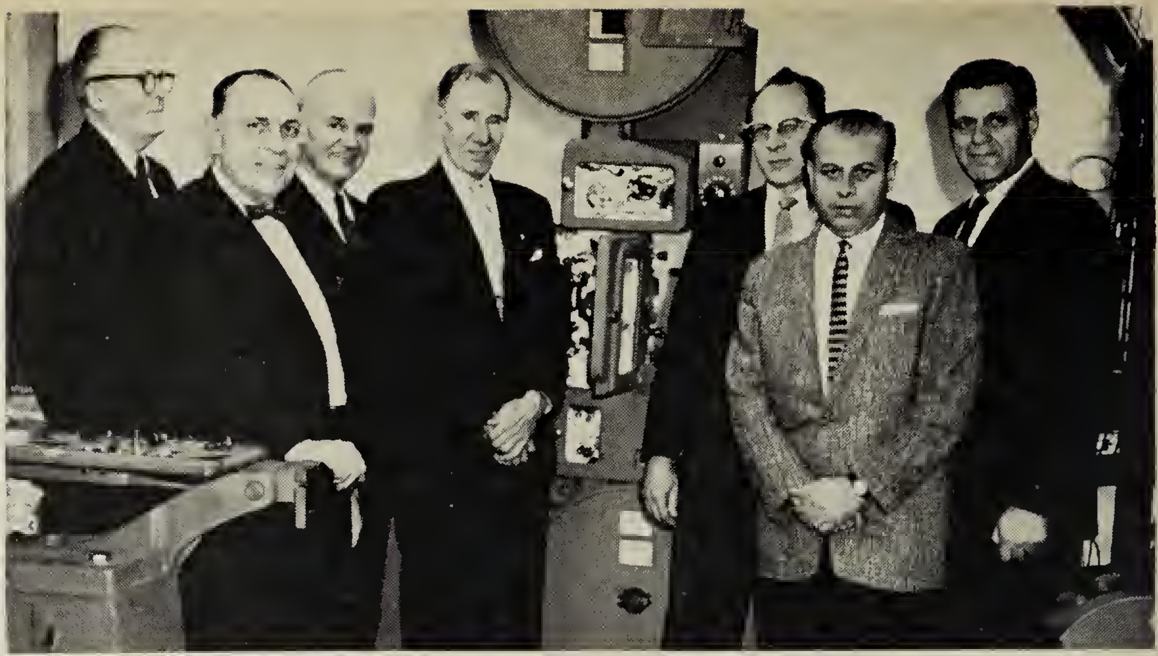
World's Standard
Of
Projection Excellence



We will rebuild one Drive-in theatre in-car speaker FREE! Make it good as new —even better; Test us . . . Send Speaker Today!

write Dept. E-12

WESTERN ELECTRONICS COMPANY
3311 Houston Ave., Houston, Texas 77009



Altec service engineers attending training session at Century Projector Corp. factory, Long Island City, N. Y., (L to R)—D. S. McLean, George Evans, Artie Baus, Ralph Kautzky, Jack Gnirrep, Jim Raia, and Peter Capone.

New Wometco Indoor

PALM BEACH, Fla. — Ground breaking ceremonies were held for Wometco's $3/4 million theatre-restaurant in Boca Raton's Fifth Ave. Shopping Plaza. The public was invited to the ceremonies.

Kenneth B. Williams, president, Florida Atlantic University, Boca Raton, was among dignitaries present, as well as city and county officials, and Louis Wolfson, state representative and vice-president of Wometco Enterprises, Inc.

The 1100-seat house will contain scientifically zoned air conditioning, deep cushioned push-back seats and a rocking chair loge.

A Dutch Pantry restaurant will be contained in the same building.

Thomas J. Hodges of Ft. Lauderdale, is general contractor and Herbert Mathes, architect.

Target date for the official opening will be Easter. Keith Hendee, area official for Wometco, said this will be the fist indoor theatre built in the area and the first for many years in Palm Beach County.

Roe Coke Promotion Mgr.

ATLANTA, Ga.—Maury C. Roe has been named sales promotion manager for the fountain sales department of The Coca-Cola Company. The announcement was made by George A. Callard, vice president in charge of fountain sales.

Roe was formerly assistant sales promotion manager in the same department. He will assume the duties formerly handled by Howard H. Hyle, recently named manager of promotional and point-of-sale advertising for the advertising department.

Roe is a native of Vancouver, Canada having received his formal business administration education at the University of Alberta, Edmonton, Canada. He joined the company in San Francisco, California as a salesman in 1950 following service as an officer in the Canadian army.

Switzer Offers Special

ST. LOUIS—The Switzer Licorice Co. is making a special two month offer to theatremen on their five cent bar of old fashioned licorice.

Through March, 1964, a 26-count box will replace the former 24-count box with no increase in price. Retailers receive the two extra bars free.

Record Pepsi Ad Budget

NEW YORK—Pepsi-Cola Co., and its bottlers will invest nearly $36,000,000 in advertising and promotion in 1964, it was announced.

WANT FURTHER INFORMATION ON

PRODUCTS

ADVERTISED IN THIS ISSUE

Please Check:

- ☐ **ASHCRAFT MFG. CO., INC., C. S.,** Projection Lamps and Rectifiers
- ☐ **BALLANTYNE INSTRUMENTS AND ELECTRONICS, INC.,** Complete Theatre Equipment Leasing, Norelco 70/35 mm Projectors, Planning
- ☐ **CARBONS, INC.,** Lorraine Arc Carbons
- ☐ **HEYWOOD-WAKEFIELD CO.,** Theatre Seating
- ☐ **KNEISLEY ELECTRIC CO., THE,** Silicon Exciter Lamp Supply
- ☐ **MASSEY SEATING CO.,** Theatre Seat Rehabilitation
- ☐ **NATIONAL THEATRE SUPPLY CO.,** Simplex X-L Projection and Sound Systems
- ☐ **NORTH AMERICAN PHILIPS CO., INC.,** Norelco AAII Universal Projectors
- ☐ **RCA SERVICE CO.,** Theatre Service
- ☐ **STRONG ELECTRIC CORP., THE,** Rectifiers, Reflectors
- ☐ **WESTERN ELECTRONICS CO.,** Rebuilt Drive-In Speakers
- ☐ **XETRON DIV., CARBONS, INC.,** Xetron Lamphouses, Power Supplies

LIST ITEMS ____________________

____

____

ISSUE OF JANUARY 15, 1964

NAME ....

THEATRE ....

ADDRESS ....

CITY, STATE ....

MOTION PICTURE EXHIBITOR
317 N. Broad St., Philadelphia, Pa. 19107.

SERVISECTION

THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months

Published every second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 27 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are In production. Each new issue is a complete, carefully checked reference index, brought up-to-date from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVISECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last Issues of each August will always cantain a complete annual Index.

Combined, the yellow paper SERVISECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled In either accuracy or completeness.

Please address all Inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.

MOTION PICTURE
EXHIBITOR
plus
SHOWMEN'S TRADE REVIEW

JANUARY 15, 1964
SECTION TWO
VOL. 71, NO 1

FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title Is the Production Number assigned by the the producer. Abbreviatlons following title indicate type of story, such as

C—Comedy
CAR—Cartoon
COMP—Compilation
D—Drama
DOC—Documentary
MD—Melodrama
MU—Musical
W—Western
NOV—Novelty
TRAV—Travelogue

Number, followed by m. Is running tlme on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as

CN—Cinerama
CS—CinemaScope
DC—Deluxe Color
DS—Dyaliscope
EC—Eastman Color
MC—MetroColor
PC—Pathe Color
PV—Panavision
RE—Reissue
TC—Technicolor
TE—Technirama
TS—Totalscope
VV—VistaVision
C—Other Color

Under the cast headlng are only the two or three most Important names. Next is the cumulatively numbered page and data of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the partlcular picture's box-office worth.

ALLIED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

6303 **BLACK ZOO**—MD-88m.—(PV; EC)—Michael Gough, Jeanne Cooper—5041 (5-1-63)—Mild horror entry for the program
6307 **CRY OF BATTLE**—D-99m.—Van Heflin, Rita Moreno, James MacArthur—5097 (10-9-63)—Fast action is satisfactory for program—Made in The Philippines.
6304 **55 DAYS AT PEKING**—D-150m.—(Super TE70; TC)—Charlton, Heston, Ava Gardner—5041 (5-1-63)—Segment of history makes impressive entertainment—Filmed in Spain
6301 **DAY OF THE TRIFFIDS, THE**—MD-93½m.—(CS; EC)—Howard Keel, Nicole Maurey—5041 (5-1-63)—High rating science fiction entry should please—English made
GUNFIGHT AT COMANCHE CREEK—W-90m.—(PV; DC)—Audie Murphy, Colleen Miller—5113 (12-4-63)—Good western
6306 **GUN HAWK, THE**—W—92m.—(C)—Rory Calhoun, Ruta Lee—5097 (10-9-63)—Good action entry
6210 **PAYROLL**—MD-79m.—Mlchael Craig, Francoise Prevost—5045 (5-15-63)—Good programmer—English
6302 **PLAY IT COOL**—MU-74m.—Billy Fury, Anna Palk—5065 (7-10-63)—Fair programmer—Engllsh
6305 **SHOCK CORRIDOR**—D-101m.—Peter Breck, Constance Towers—5065 (7-10-63)—Sojourn in mental institution is repelling and unpleasant
SOLDIER IN THE RAIN—CD-88m.—Jackie Gleason, Steve McQueen, Tuesday Weld—5109 (11-20-63)—Unusual comedy drama has names to help

COMING FEATURES IN ORDER OF RELEASE

Oct. **WAR IS HELL**—Tony Russell, Baynes Barron
Feb. **LIFE IN DANGER, A**—Derrin Nesbitt, Julie Hopkins
Feb. **YANK IN VIET-NAM, A**—Marshall Thompson
Mar. **SECRET DOOR, THE**—C—Robert Hutton, Sandra Dorne
NAKED KISS, THE—Constance Towers, Anthony Eisley

COMING

NEVER PUT IT IN WRITING—Pat Boone, Milo O'Shea
PARTY, THE—Carol Lynley
STRANGLER, THE—Victor Buono

AMERICAN INTERNATIONAL

DISTRIBUTED DURING THE PAST 12 MONTHS

716 **BATTLE BEYOND THE SUN**—MD-67m.—(C)—Edd Perry, Arla Powell—5033 (4-3-63)—Average outer space science fiction for the program—Filmgroup
810 **BEACH PARTY**—C-100m.—(Pathe-Color; PV)—Bob Cummings, Dorothy Malone, Frankie Avalon—5069 (7-24-63)—Entertaining comedy has angles
705 **BRAIN THAT WOULDN'T DIE, THE**—MD-71m.—Jason Evers, Virginia Leith—5021 (2-20-63)—Okay horror programmer
819 **COMEDY OF TERRORS, THE**—C-86m.—(PV; C)—Vincent Price, Joyce Jameson, Peter Lorre, Boris Karloff, Basil Rathbone—5117 (12-18-63)—Mirthful, macabre money-maker
ERIK THE CONQUEROR—MD-81m.—(Colorscope; TC)—Cameron Mitchell, Alice and Ellen Kessler—5113 (12-4-63)—Another Italian-made spectacle—Italian-made; dubbed in English
807 **FREE, WHITE AND 21**—D-102m.—Frederick O'Neal, Annalena Lund—5045 (5-15-63)—Exploltable, but controversial courtroom film with a gimmick
812 **HAUNTED PALACE, THE**—MD-85m.—(PV; PC)—Vincent Price, Debra Paget, Lon Chaney—5089 (9-11-63)—Plenty of chllls In superior horror entry
706 **INVASION OF THE STAR CREATURES**—C-70m.—Bob Hall, Frankie Ray—5021 (2-20-63)—For the duallers
802 **MIND BENDERS, THE**—D-101m.—Dirk Bogarde, Mary Ure—5029 (3-20-63)—Off-beat drama deals with experimentatlons involving the mind—English
718 **NIGHT TIDE**—D-84m.—Dennls Hopper, Linda Lawson—5033 (4-3-63)—For the duallers—Filmgroup
803 **OPERATION BIKINI**—D-80m. (Part Color)—Tab Hunter, Eva Six, Frankie Avalon—5033 (4-3-63)—War-time adventure for the program
PYRO—MD-99m.—(Panacolor)—Barry Sullivan, Martha Hyer—5113 (12-4-63)—Satisfactory horror meller—Made in Spain
717 **RAVEN, THE**—CD-86m.—(PV; C)—Vincent Price, Hazel Court, Peter Lorre, Boris Karloff—5013 (1-23-63)—Good horror comedy entry.
714 **SAMSON AND THE 7 MIRACLES OF THE WORLD**—MD-80m.—(ColorScope)—Gordon Scott, Yoko Tani—5021 (2-20-63)—Exploitable program entry—Italian; dubbed in English
804 **TERROR, THE**—MD-81m.—(Vistascope; C)—Boris Karloff, Sandra Knight—5093 (9-25-63) Average entry for horror fans
813 **SUMMER HOLIDAY**—MU-100m.—(CS; TC)—Cliff Richard, Lauri Peters—5105 (11-6-63)—Lively musical treat for younger set —English
809 **X-THE MAN WITH THE X-RAY EYES**—MD-80m.—(Spectarama; Pathecolor)—Ray Milland, Diana Van Der Vlis—5093—(9-25-63) Superior sclence fictlon entry holds Interest
805 **YOUNG RACERS, THE**—D-82m.—(Pathecolor)—Mark Damon, William Campbell, Luana Anders—5077 (8-21-63)—Auto racing actlon aimed at youthful set.

TO BE REVIEWED

BLACK SABBATH—(EC)—Boris Karloff
CALIFORNIA—Jock Mahoney
CAPTIVE CITY—(C)—David Niven, Ben Gazzara—Italian-made
COMMANDO—Stewart Granger
DEMENTIA #13—Willlam Campbell, Luana Anders—Filmgroup
EVIL EYE—John Saxon, Leticia Roman

. . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor Is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; A4—Unobjectionable for Adults with reservations; B—Objectionable in part for All; C—Condemned; follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

A

Act One	A2	WB
Air Patrol	A1	Fox
All Of Me		Misc.
All The Way Home	A2	Par.
Amazons of Rome	A2	UA
America, America	A3	WB
• Americanization of Emily, The		MGM
• Amok		Fox
Any Number Can Win	A2	MGM
• Aphrodlte, Goddess Of Love		Emb.
Atom Age Vampire		For.
Auntie Mame—Re.	A3	WB

PLEASE NOTE . . .

This SERVISECTION is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF

B

Battle Beyond the Sun (Filmgroup)		A-1
Battle of the Worlds		Misc.
Beach Party	A3	A-1
• Bedtime Story	A3	U
• Bear, The	A1	Emb
• Behold A Pale Horse		Col.
Beauty And The Beast	A1	UA
• Becket		Par.
Bell, Bare and Beautiful		Misc.
• Best Man, The		UA
Best Of Cinerama, The		Misc.
Big Risk	A3	UA
Billy Liar		For.
Birds, The	A2	U-I
• Black Sabbath		AI
Black Gold	A1	WB
Black Zoo	A2	AA
Brain That Wouldn't Die, The	B	AI
• Brass Bottle, The	A1	U
• Bristle Face		BV
Buddha		For.
• Bullet For A Badman		U
Bunny Yeager's Nude Camera		Misc.
Burning Court, The	A2	For.
Bye, Bye Birdie	A3	Col.

C

Cairo	A3	MGM
• California	A3	AI
Call Me Bwana	A2	UA
Captain Newman, M.D.	A2	U
Captain Sinbad	A1	MGM
• Captive City		AI
Cardinal, The	A3	Col.
Caretakers, The	A3	UA
• Carpetbaggers, The		Par.
Castillian, The	A2	WB
Cattle King	A1	MGM
Ceremony, The	A3	UA
• Chalk Garden, The	A2	U-I
Charde	A2	U-I
• Cheyenne Autumn		WB
Child Is Waiting, A	A2	UA
• Children Of The Damned		MGM
Chushingura	A2	For.
• Circus World		Par.
Cleopatra	B	Fox
Clown And The Kid, The	A1	UA
Come Blow Your Horn	A3	Par.
Come Fly With Me	A2	MGM
Come September—Re.	A3	U
Comedy of Terrors, The		AI
• Commando		A-1
• Company Of Cowards, The		MGM
Condemned Of Altona, The	A3	Fox
• Congo Vivo		Col.
Conjugal Bed, The	B	EMB
Corridors of Blood	A3	Misc.
Counterfeiters Of Paris, The	A3	MGM
Court Martial	A2	UA
Courtship Of Eddie's Father, The	A2	MGM
Creation Of The Humanoids, The		Misc.
• Crimson Blade, The	A1	Col.
Critic's Choice	A3	WB
Cry Double Cross		For.
Cry Of Battle	B	AA

D

• Dark Purpose		U
Daughter Of The Sun God		Misc.
• Day And The Hour, The	A2	MGM
Day Mars Invaded Earth, The	A1	Fox
Day Of The Triffids, The	A2	AA
• Dead Ringer		WB
• Dementia (Filmgroup)	B	A-1
Diary Of A Madman	A2	UA
Dime With A Halo	A3	MGM
• Distant Trumpet, A		WB
• Dream Maker, The		U
• Dr. Crippen	A3	WB
Dr. No	B	UA
• Dr. Strangelove		Col.
Donovan's Reef	A2	Par.
Don't Give Up The Ship—Re.	A3	Par.
Drums Of Africa	A1	MGM
• Dubious Patriots, The		UA
Dual Of The Titans	A2	Par.

E

Easy Life, The		Emb.
8½	A4	Emb.
• Emil And The Detectives		BV
• Empty Canvas, The		Emb.
• Ensign Pulver		WB
Erik, The Conqueror	A2	A-1
• Evil Eye		A-1
• Eyes of Annie Jones		Fox

F

Face In The Rain		Emb.
• Fail Safe		Col.
• Fall Of The Roman Empire		Par.

FEAR—Boris Karloff
GOLIATH AND THE SINS OF BABYLON—(Techniscope; TC)—Mark Forest
GRAVESIDE STORY, THE—(PV; C)—Vincent Price, Peter Lorre, Boris Karloff
ITS ALIVE—(C)—Peter Lorre, Elsa Lanchester
MASQUE OF THE RED DEATH, THE—(PV; C)—Vincent Price, Hazel Court
MUSCLE BEACH PARTY—Frankie Avalon, Annette Funicello
SAMSON AND THE SLAVE QUEEN—(C; S)—Allen Steele
SOME PEOPLE—(C)—Kenneth More
TORPEDO BAY—James Mason, Lilli Palmer
UNDER AGE—Anne MacAdams, Roland Royter

BUENA VISTA

DISTRIBUTED DURING THE PAST 12 MONTHS

FANTASIA—NOV-117m.—(TC)—Leopold Stokowski and Phila. Orchestra—5097 (10-9-63)—Reissue of something different should attract lots of interest in metropolitan sectors
INCREDIBLE JOURNEY, THE—MD-80m.—(TC)——Emile Genest, John Drainie—5101 (10-23-63)—Interesting Disney presentation
141 **MIRACLE OF THE WHITE STALLIONS**—D-118m.—(TC)—Robert Taylor, Lilli Palmer, Curt Jugens—5033 (4-3-63)—interesting adventure drama—Filmed in Austria
143 **SAVAGE SAM**—MD-104m.—(TC)—Tommy Kirk, Kevin Corcoran, Marta Kisten—5049 (5-29-63)—Exciting Disney meller.
140 **SON OF FLUBBER**—C—100m.—Fred MacMurray, Nancy Olson, Ken Murray—5013 (1-23-63)—Disney comedy sequel should be hit with family audiences
144 **SUMMER MAGIC**—CD-108m.—(TC)—Hayley Mills, Burl Ives. Dorothy Mcguire—5061 (6-26-63)—Another Disney family entertainment
SWORD IN THE STONE, THE—CAR-75m.—(TC)—Walt Disney—5097 (10-9-63)—Entertaining cartoon entry for kiddies and the young in heart
THREE LIVES OF THOMASINA, THE—D-97m.—(TC)—Patrick McGoohan, Susan Hampshire—5117 (12-18-63)—Entertaining Disney release—Filmed in England
20,000 LEAGUES UNDER THE SEA—MD-127m.—(CS; TC)—Kirk Douglas, Peter Lorre—5098 (10-9-63)—Reissue is high rating Disney feature
YELLOWSTONE CUBS—DOC—47m.—(TC)—Narrated by Rex Allen—5049 (5-29-63)—Entertaining Disney featurette

TO BE REVIEWED

BRISTLE FACE—Brian Keith, Jeff Donnell
EMIL AND THE DETECTIVES—Walter Slezak, Cindy Cassell
MARY POPPINS—(TC)—Julie Andrews, Dick Van Dyke
MISADVENTURES OF MERLIN JONES, THE—(TC)—Annette, Tommy Kirk
MOON-SPINNERS, THE—Hayley Mills, Eli Wallach
TIGER WALKS, A—(TC)—Brian Keith, Vera Miles Sabu
THOSE CRAZY CALLOWAYS—(TC)—Brandon De Wilde, Brian Keith

COLUMBIA

DISTRIBUTED DURING THE PAST 12 MONTHS

719 **BYE BYE BIRDIE**—MUC-112m.—(PV; EC)—Janet Leigh, Dick Van Dyke, Ann Margaret—5037 (4-17-63)—Solid, popular musical comedy entertainment
CARDINAL, THE—D-175m.—(PV; TC)—Tom Tryon, Romy Schneider, Carol Lyndley—5101 (10-23-63)—High rating drama is gratifying on all counts
721 **FURY OF THE PAGANS**—MD-86m.—(Dyaliscope)—Edmund Purdom, Rossana Podesta—5069 (7-24-63)—Another Italian-made spectacle for the program
GIDGET GOES TO ROME—C-101m.—(EC)—Cindy Carol, James Darren—5073 (8-7-63)—Gidget rides again in colorful entry —Filmed in Italy
IN THE FRENCH STYLE—D-105m.—Jean Seberg, Stanley Baker—5093 (9-25-63)—Poignant love story of American girl in Paris—Made in France
722 **JASON AND THE ARGONAUTS**—FAN-104m.—(EC)—Todd Armstrong, Nancy Kovack—5053 (6-12-63)—Entertaining fantasy features top special effects
003 **JUST FOR FUN**—MU-72m.—Mark Wynter,, Cherry Roland, Bobby Vee—5061 (6-26-63)—For lower half of program—English
714 **LAWRENCE OF ARABIA**—D-222m.—(PV; TC)—Peter O'Toole, Alec Guinness, Anthony Quinn—5005 (12-19-62)—Top ranking adventure epic is loaded with potential
L-SHAPED ROOM, THE—D-125m.—Leslie Caron, Tom Bell—5051 (5-29-63)—Absorbing tale of a girl's problem—English—Davis-Royal
718 **MAN FROM THE DINERS' CLUB, THE**—C-96m.—Danny Kaye Cara Williams—5034 (4-3-63)—Cute comedy with Kaye touch
MANIAC—MD-86m.—Kerwin Mathews, Nadia Gray—5101 (10-23-63)—Interesting mystery meller—English made
OLD DARK HOUSE, THE—CMD—86m.—Tom Poston, Janette Scott—5102 (10-23-63)—Amusing comedy shocker—English made
REACH FOR GLORY—D-89m.—Harry Andrews, Kay Walsh—5093 (9-25-63)—Strong entry for art spots—English made—Royal Films Int.
RUNNING MAN, THE—MD-103m.—(PV; EC)—Laurence Harvey, Lee Remick—5094 (9-25-63)—Interesting chase yarn—Filmed abroad
SEIGE OF THE SAXONS—MD-85m.—(TC)—Janette Scott, Ronald Lewis—5089 (9-11-63)—Fair programmer—Filmed In England
STRAIT-JACKET—MD-89m.—Joan Crawford, Diana Baker, Leif Erickson—5121 (1-8-64) Grisly, but exploitable, horror shocker
006 **THREE STOOGES GO AROUND THE WORLD IN A DAZE, THE**—C-94m.—3 Stooges, Joan Freeman—5089 (9-11-63)—Cute take-off on Jules Verne work
001 **13 FRIGHTENED GIRLS**—MD-89m.—(EC)—Kathy Dunn, Murry, Hamilton—5061 (6-26-63)—Interesting programmer
UNDER THE YUM YUM TREE—C-110m.—(EC)—Jack Lemon, Carol Lynley, Dean Jones—5098 (10-9-63)—Amusing romantic comedy
VICTORS, THE—D-175m.—(PV)—George Hamilton, George Peppard, Romy Schneider, others—5105 (11-6-63)—Provocative and unusual entry of much merit—Filmed abroad

COMING FEATURES IN ORDER OF RELEASE

Jan. Dr. **STRANGELOVE**—Peter Sellers, George C. Scott

COMING

BEHOLD A PALE HORSE—Gregory Peck, Anthony Quinn
CONGO VIVO—Jean Sebastian, Bachir Toure
CRIMSON BLADE, THE—Lionel Jeffries, June Thorburn—English
FAIL SAFE—Henry Fonda, Dan O'Herlihy
FIRST MEN IN THE MOON—(PV; TC)—Edward Judd, Martha Hyer
GOOD NEIGHBOR SAM—(C)—Jack Lemmon, Romy Schneider
HEY THERE, IT'S YOGI BEAR—(C)—Feature Cartoon
I LOVE, YOU LOVE—(Ultrascope; C)—Don Jada's Japanese Revue, Red Army Choir, Moise Ballet
LILITH—Warren Beatty, Jean Seberg, Kim Hunter, Peter Fonda
LONG SHIPS, THE—TE; TC)—Richard Widmark Sidney Poitier, Leslie Parrish
LORD JIM—(Super PV; TC)—Peter O'Toole, James Mason, Curt Jurgens
NEW INTERNS, THE—Michael Callan, Stefanie Powers
PLAYBOY—(C)—Tony Curtis
PLAY IT COOLER—Anthony Newly, Anne Aubrey
PSYCHE 59—Curt Jurgens, Patricia Neal
PUMPKIN EATER, THE—Anne Bancroft, Peter Finch—English
QUICK GUN, THE—(C)—Audie Murphy, Merry Anders
SENILITA—Anthony Franciosa, Claudia Cardinale
SWINGIN' MAIDEN, THE—Michael Craig, Anne Helm, Jeff Donwell
THESE ARE THE DAMMED—Macdonald Carey, Shirley Ann Field
TRAVELING LADY, THE—Steve McQueen, Lee Remick
WATCH IT, SAILOR—Dennis Price Marjorie Rhodes

EMBASSY

8½—FAN-135m.—Marcello Mastroianni, Claude Cardinale—5061 (6-26-63)—Strictly for art house sophisticates and Fellini fans—Italian; English titles
CONJUGAL BED, THE—CD-90m.—Ugo Tognazzi, Vidady—5094 (9-25-63)—Well-made, entertaining import—Italian made; English titles
EASY LIFE, THE—D-105m.—Vittorio Gassman, Jean Louis Trintignant—5121 (1-8-64)—Highly interesting import—Italian-made; English titles

FACE IN THE RAIN, A—D-81m.—Rory Calhoun, Marina Berti, Niall MacGinnis—5029 (3-20-63)—Supense in war for program—Italian; English language
FURY AT SMUGGLERS BAY—MD-92m.—Peter Cushing, Michele Mercier—5117 *(12-18-63)—Mediocre import—English-made*
LANDRU—D-114m.—(EC)—Charles Denner, Michele Morgan—5037 (4-17-63)—Absorbing import—French; English titles
LOVE AT TWENTY—D-113m.—Jean-Pierre Leaud, Eleanora Rossi Drago—5021 (2-20-63)—Exploitable entry for art sports—Filmed abroad; English titles
MADAME—CD-104m.—(TE; TC)—Sophia Loren, Robert Hossein—5025 (3-6-63)—Exploitable offering for art and other spots—Italian made; Dubbed in English)
WOMEN OF THE WORLD—DOC-107m.—(TC)—Narrated by Peter Ustinov—5065 (7-10-63)—Informative peek at cultural and anatomical similarities of women of the world in "Mondi Cane" Fashion—Italian; English narration

COMING

Mar. **BEAR, THE**—Renato Rascal, Francis Blanche
April **APHRODITE, GODDESS OF LOVE**—(C)—Isabel Corey
June **PASSIONATE THIEF, THE**—Anna Magnani
June **YOUNG GIRLS OF GOOD FAMILY**—Ziva Rodann—French
July **LIGHT FANTASTIC, THE**—Dolores McDougal, Barry Bartle
LOVE MAKERS, THE—Claudia Cardinale, Jean-Paul Belmondo
Sept. **THREE PENNY OPERA**—Curt Jurgens, June Ritchie
Oct. **GHOST AT NOON**—(C)—Brigitte Bardot, Jack Palance
Nov. **EMPTY CANVAS, THE**—Bette Davis, Horst Buchholz
ONLY ONE NEW YORK—Documentary
YESTERDAY, TODAY AND TOMORROW—Sophia Loren, Marcello Mastroianni
ZULU—(TE; TC)—Stanley Baker, Jack Hawkins, Ulla Jacobson

MGM

DISTRIBUTED DURING THE PAST 12 MONTHS

S421 **ANY NUMBER CAN WIN**—MD-111m.—(Dialyscope)—Jean Gabin, Alain Delon—5102 (10-23-63)—Good import—French-made; English titles
316 **CAIRO**—MD-91m.—George Sanders, Richard Johnson—5017 (2-6-63)—Okay crime programmer in Egyptian locale
326 **CAPTAIN SINDBAD**—FAN-85m.—(TC)—Guy Williams, Heidi Bruhl—5062 (6-26-63)—Well-made fantasy is solid entertainment—Filmed abroad
331 **CATTLE KING**—W-89m.—(EC)—Robert Taylor, Joan Caulfield—5053—(6-12-63)—Large scale western
322 **COME FLY WITH ME**—CD-109m.—(PV; MC)—Dolores Hart, Hugh O'Brien, Karl Boehm—5034 (4-3-63)—Romantic adventures ot three airline hostesses
313 **COUNTERFEITERS OF PARIS, THE**—CMD-99m.—Jean Gabin, Martine Carol—5029 (3-20-63)—Comedy meller has Gallic charm and Jean Gabin—French; English titles
321 **COURTSHIP OF EDDIE'S FATHER, THE**—CD-117m.—(PV; MC)—Glenn Ford, Shirley Jones, Ronny Howard—5029 (3-20-63)—Fine entertainment for everyone
318 **DIME WITH A HALO**—D-94m.—Barbara Luna, Roger Mobley, Paul Langton—5030 (3-20-63)—Satisfactory for the program
327 **DRUMS OF AFRICA**—MD-92m.—(MC)—Frankie Avalon, Mariette Hartley—5042 (5-1-63)—Okay adventure yarn for program
FAMILY DIARY—D-114m.—(TC)—Marcello Mastroianni, Jacques Perrin—5113 (12-4-63)—Drama for art spots—Italian-made; English titles
330 **FLIPPER**—D-90m.—(MC)—Chuck Connors, Luke Halpin, Kathleen Maguire—5045 (5-15-63)—Good family entertainment
320 **FOLLOW THE BOYS** MUC-95m.—(PV; MC)—Connie Francis, Paula Prentiss, Ron Randell—5022 (2-20-63)—Moderate musical aimed at teen audiences
319 **FOUR DAYS OF NAPLES, THE** —D-124m.—Regina Bianchi, Aldo Guiffre—5037 (4-17-63)—Inspiring import deserves highest rating—Italian; English titles
401 **HAUNTING, THE**—D-112m.—(PV)—Julie Harris, Claire Bloom, Richard Johnson—5077 (8-21-63)—Superior shocker with names
317 **HOOK, THE** —D-98m.—(PV)—Kirk Douglas, Robert Walker—5013 (1-23-63)—Interesting, well-made drama about men in war
HOW THE WEST WAS WON—D-155m.—(CN; TC)—James Stewart, Debbie Reynolds, George Peppard, others—4997 (11-21-62)—The greatest western spectacle; tops them all
406 **HOOTENANNY HOOT**—MU-91m.—Peter Breck, Ruta Lee, Pam Austin—5089 (9-11-63)—Entertaining entry pushing new country music craze
325 **IN THE COOL OF THE DAY**—D-89m.—(PV; MC)—Jane Fonda, Peter Finch—5049 (5-9-63)—Fairly interesting romance
323 **IT HAPPENED AT THE WORLD'S FAIR**—C-105m.—(PV; MC)—Elvis Presley, Joan O'Brien—5038 (4-17-63)—All depends on Presley draw
307 **MAIN ATTRACTION, THE**—D-90m.—(MC)—Pat Boone, Nancy Kwan—5053 (6-12-63)—Adult drama of young love with circus background—Filmed in England and Italy
340 **MONKEY IN WINTER**—D-104m.—Jean Gabin, Jean-Paul Belmondo, Suzanne Flon—5017 (2-6-63)—Okay entry for art spots—French; English titles
403 **MURDER AT THE GALLOP**—CD-81m.—Margaret Rutherford, Robert Morley—5065 (7-10-63)—'Miss Marple' returns in another delightful mystery-comedy—English
355 **MUTINY ON THE BOUNTY**—D-179m.—(PV; TC)—Marlon Brando, Trevor Howard, Tarita—4998 (11-21-62)—High rating adventure entry
PRIZE, THE—D-135m.—(PV; MC)—Paul Newman, Elke Sommer, Edward G. Robinson—5114 (12-4-63)—Names, plenty of action boost plush drama—Partly made in Sweden
324 **RIFIFI IN TOKYO**—MD-89m.—Karl Boehm, Barbara Lass—5042 (5-1-63)—Ordinary crime meller is program material—Made in Japan
306 **SAVAGE GUNS, THE**—W-85m.—(MC; MS)—Richard Basehart, Marie Grenada—5022 (2-20-63)—Average western for program Made in Spain
309 **SEVEN SEAS TO CALAIS**—MD-102m.—(CS; EC)—Rod Taylor, Irene Worth—5030 (3-20-63)—Good Swashbuckling Adventure—Italian; spoken in English
328 **SLAVE, THE**—MD-102m.—(CS; EC)—Steven Reeves—5045 (5-15-63)—Good action entry about ancient Romans—Italian-made dubbed in English
SQUARE OF VIOLENCE—MD-96m.—(Wide Screen)—Broderick Crawford—5098 (10-9-63)—Okay programmer—European made
SUNDAY IN NEW YORK—C-105m.—(MC)—Cliff Robertson, Jane Fonda, Rod Taylor—5117 (12-18-63)—Bright, sophisticated comedy to suit adult tastes
333 **TARZAN'S THREE CHALLENGES**—MD-92m.—(Dylascope; MC)—Jock Mahoney, Woody Strode—5066 (7-10-63)—Colorful Tarzan adventure—Filmed abroad
334 **TICKLISH AFFAIR, A**—AC-89m.—(PV; MC)—Shirley Jones, Gig Young, Red Buttons—5066 (7-10-63—Mild romantic comedy aimed at family audiences
409 **TWILIGHT OF HONOR**—D-104m.—(PV)—Richard Chamberlain, Nick Adams, Joan Blackman—5094 (9-25-63)—Interesting trial drama for adults
404 **WHEELER DEALERS, THE**—C-106m. (PV; MC)—James Garner, Lee Remick—5094 (9-25-63)—Money-men run riot in bright, star-filled farce
336 **YOUNG AND THE BRAVE, THE**—D-84m.—Rory Calhoun, William Bendix—5046 (5-15-63)—Okay programmer
402 **V.I.P.'s THE**—D-119m.—(PV; MC)—Elizabeth Taylor, Richard Burton, Louis Jourdan—5077 (8-21-63)—A big one with potent names—English made

COMING FEATURES IN ORDER OF RELEASE

DAY AND THE HOUR, THE—Simon Signoret, Stuart Whitman
TWO ARE GUILTY—(Dailyscope)—Anthony Perkins, Jean Claude Brialy
VICE AND VIRTUE—Catherine Daneuve, Annie Girardot, Robert Hassein
TIKO AND THE SHARK—(WS; C)—Tahitian Cast
Jan. **CHILDREN OF THE DAMNED**—Jan Hendry, Alan Badel—England
Feb. **MAIL ORDER BRIDE**—(PV; MC)—Buddy Ebsen, Kier Dullea

COMING

AMERICANIZATION OF EMILY, THE—James Garner, Julie Andrews, Melvyn Douglas
COMPANY OF COWARDS, THE—(PV)—Glenn Ford, Stella Stevens, Jim Backus
GLADIATORS SEVEN—(CS)—Richard Harrison
GLOBAL AFFAIR, A—Bob Hope, Lilo Pulver, Yvonne DeCarlo
GOLDEN ARROW, THE—(TE; EC)—Tab Hunter, Rosanna Padesta
GOLD FOR THE CAESARS—(C)—Jeffrey Hunter
GUNFIGHTERS AT CASA GRANDE—Alex Nicol
HERCULES, SAMSON, AND ULYSSES—(WS; EC)—Kirk Morris, Richard Lloyd—Italian-made
HONEYMOON HOTEL—Robert Goulet, Nancy Kwan
JUDGMENT IN THE SUN—Paul Newman, Claire Bloom, Laurence Harvey
KISSIN' COUSINS—(PV; MC)—Elvis Presley, Pamela Austin
LOOKING FOR LOVE—(MC)—Connie Francis, Jim Hutton
LOVE CAGE—Jane Fonda, Alan Delon
MGM'S BIG PARADE OF COMEDY—Compilation
MURDER MOST FOUL—Margaret Rutherford, Terry Scott
NIGHT MUST FALL—Albert Finney—English
NIGHT OF THE IGUANA—Richard Burton, Ava Gardner, Deborah Kerr
OF HUMAN BONDAGE—(PV; MC)—Kim Novak, Laurence Harvey
POSTMAN'S KNOCK—Spike Milligan, Barbara Shelley

Family Diary	A2	MGM
Fantasia—Re.	A2	BV
Farewell To Arms, A—Re.—.....	B	Fox
• FBI Code 98		WB
• Fear		A-I
55 Days At Peking	A1	AA
• First Men In The Moon		Col.
Five Miles To Midnight	A3	UA
• Flight From Ashiya		UA
Flipper	A1	MGM
Follow The Boys	B	MGM
For Love Or Money	B	U-I
• For Those Who Think Young		UA
Four Days Of Naples	A2	MGM
Four For Texas	B	WB
Free White and 21	B	A-I
French Came, The		For.
• From Russia, With Love		UA
Fun In Acapulco	A3	Par.
Fury at Smuggler's Bay		Emb.
Fury Of The Pagans	A2	Col.

G

Gathering Of Eagles, A	A1	U-I
• Ghost At Noon		Emb.
Giant—Re	A1	WB
Giant Of Metropolis, The		For.
Gidget Goes To Rome	A1	Col.
• Gladiators Seven		MGM
• Global Affair, A		MGM
• Gold For The Caesars		MGM
• Golden Arrow, The		MGM
• Goliath And The Sins Of ...... Babylon		A-I
Gone Are The Days	A2	Misc.
• Good Neighbor Sam		Col.
• Good Soup, The		Fox
• Graveside Story, The		A-I
Great Caruso, The—RE	A1	Misc.
Great Escape, The	A1	UA
• Great Race, The		WB
Great Van Robbery, The	A1	UA
• Greatest Story Ever Told, The ..		UA
Greenwich Village Story		Misc.
Gunfight At, Comanche Creek ..	A3	AA
Gunfight At The Ok Corral—Re.	B	Par.
• Gunfighter At Casa Grande		MGM
Gun Hawk, The	B	AA

H

Hand Of Death	A2	Fox
Harbor Lights	A2	Fox
Haunted Palace	A2	A-I
Haunting, The	A2	MGM
• He Rides Tall	B	U
Head, The	B	For.
Heavenly Bodies		Misc.
Heavens Above	A3	For.
• Hercules, Samson And Ulysses ..		MGM
• Hey There, It's Yogi Bear		Col.
• Hide And Seek	A2	U
• Honeymoon Hotel		MGM
Hook, The	A2	MGM
Hootenanny Hoot	A2	MGM
• Horror Of It All, The		Fox
Hot Money Girl		For.
House Of The Damned	A2	Fox
Householder, The	A2	For.
How The West Was Won	A1	MGM
Hud	A3	Par.

I

I Could Go On Singing	A3	UA
• I'D Rather Be Rich		U
• I Love, You Love	C	Col.
Incredible Journey, The	A1	BV
In The French Style	A3	Col.
In The Cool Of The Day	B	MGM
• Incredible Mr. Limpet, The	A1	WB
Invasion Of The Star Creatures .	A1	A-I
Invincible Gladiator, The		For.
• Invitation To A Gunfighter		UA
Invitation To Murder		For.
Irma La Douce	B	UA
Island Of Love	B	WB
• Island Of The Blue Dolphins ..		U
It Happened At The World's Fair	A2	MGM
• It's Alive		AI
It's A Mad, Mad, Mad, Mad World	A1	UA

J

Jason and the Argonauts	A1	Col.
Johnny Cool	B	UA
• Judgment In The Sun		MGM
Julie The Redhead		For
Just For Fun	A2	Col.

K

King Kong vs. Godzilla	A1	U
Kings Of The Sun	A2	UA
Kiss Of The Vampire	A2	U
• Kisses For My President		WB
• Kissin' Cousins		MGM

L

Ladies Who Do	A2	For.
Ladybug, Ladybug	A2	UA
• Lady In A Cage	B	Par.
Lancelot And Guinevere (Sword of Lancelot)	A2	U-I
La Poupee		For.
Landru	B	Emb.
• Lassie's Great Adventure	A1	Fox
Last Train From Gun Hill, The—Re.	A2	Par.
Lawrence Of Arabia	A2	Col.
• Law Of The Lawless		Par.
Leopard, The	A3	Fox
• Life In Danger, A	A2	AA
• Light Fantastic, The	B	Emb.
Lilies Of The Field, The	A1	UA
• Lilith		Col.
List Of Adrian Messenger, The	A1	U-I
Long Absence, The	A2	For.
• Long Ships, The		Col.
• Longest Day, The	A1	Fox
• Looking For Love		MGM
• Lord Jim		Col.
Lord Of The Flies	A2	For.
Love At Twenty	A3	EMB
• Love Cage		MGM
Love Is A Ball	A3	UA
• Love Makers, The		Emb.
Love With the Proper Stranger	A3	Par.
Lover Come Back—Re.	B	U

M

Madame	B	Emb.
• Mail Order Bride	A3	MGM
Main Attraction, The	B	MGM
Man From The Diners' Club	A1	Col.
• Man From Galveston, The	A2	WB
Man In The Middle	B	Fox
Man Who Knew Too Much, The —RE	A1	Par.
Maniac	A3	Col.
• Man's Favorite Sport?	A3	U-I
Marilyn	B	Fox
• Marnie		U
• Mary Poppins		BV
Marriage Of Figaro	A3	For.
Mary, Mary	A2	WB
• Masque Of The Red Death		AI
• MGM's Big Parade Of Comedy		MGM
McLintock	A1	UA
• Merlin Jones		BV
Mill Of The Stone Women		For.
Mind Benders, The	A3	A-I
Miracle Of The White Stallions	A1	BV
• Misadventures of Merlin Jones	A1	BV
Monkey In Winter	A3	MGM
Monstrosity		Misc.
• Moon-Spinners, The		BV
Move Over, Darling	A3	Fox
Murder At The Gallop	A1	MGM
• Murder Most Foul		MGM
Muriel	A3	For.
• Muscle Beach Party		A-I
Mutiny On The Bounty	A2	MGM
• My Fair Lady		WB
My Hobo		For.
My Life To Live	C	For.
My Name Is Ivan	A2	For.
My Six Loves	A1	Par.
My Son, The Hero	A1	UA
My Son the Vampire		For.

N

Naked Autumn		For.
• Naked Kiss, The		AA
• Natives Are Restless Tonight, The		MGM
Nature's Sweethearts		Misc.
• New Interns, The		Col.
New Kind Of Love, A	B	Par.
• Night Must Fall		MGM
• Night Of The Iguana		MGM
Night Tide (Filmgroup)		A-I
• Nightmare	A2	U
Nine Hours To Rama	A3	Fox
Nutty Professor, The	A1	Par.

O

• Of Human Bondage		MGM
Of Love And Desire	B	Fox
Old Dark House, The	A2	Col.
• One Man's Way		UA
1000 Shapes of A Female		Misc.
Operation Bikini	B	A-I
• Only One New York		Emb.
Ordered To Love		For.
• Out-Of-Towners, The		WB

RHINO—(MC)—Harry Guardino, Robert Culp
SEVEN FACES OF DR. LAO, THE —(WS; C)—Tony Randall, Barbara Eden
SIGNPOST TO MURDER—(PV)—Joanne Woodward, Stuart Whitman
SMOG—(WS)—Annie Girardot, Renato Salvatore
TAMAHINE—(C)—Nancy Kwan, John Fraser
UNSINKABLE MOLLY BROWN, THE—(PV; MC)—Debbie Reynolds, Harve Presnell
VILLAGE OF DAUGHTERS—Eric Sykes, Gregoire Aslan
VIVA LAS VEGAS—PV; MC)—Elvis Presley, Ann Margret

PARAMOUNT

DISTRIBUTED DURING THE PAST 12 MONTHS

6307 **ALL THE WAY HOME**—D—103m.—Jean Simmons, Robert Preston, Michael Kearney—5095 (9-25-63)—Well made drama for discriminating audiences
6221 **COME BLOW YOUR HORN**—C-112m.—(PV; TC)—Frank Sinatra, Molly Picon, Barbara Rush—5049 (5-29-63)—Very funny comedy should roll to top returns
6220 **DONOVAN'S REEF**—CD-107m.—(TC)—John Wayne, Lee Marvin, Elizabeth Allen—5062 (6-26-63)—Sell the names and the action
R6301 **DON'T GIVE UP THE SHIP**—C-89m.—Jerry Lewis—5073 (8-7-63)—Amusing Lewis entry—Reissue
6217 **DUEL OF THE TITANS**—MD-90m.—(CS; EC)—Steve Reeves, Gordon Scott, Virna Lisi—5062 (6-26-63)—Actionful, large scale spectacle of ancient times—French-Italian co-production; dubbed in English
6305 **FUN IN ACAPULCO**—MU-100m.—(TC)—Elvis Presley, Ursula Andress—5109 (11-20-63)—Presley sings again
R6218 **GUNFIGHT AT THE O.K. CORRAL**—W-122m.—(TC)—Burt Lancaster, Kirk Douglas—5056 (6-12-63)—Super western rates high—Reissue
6216 **HUD**—D-112m.—(PV)—Paul Newman, Melvin Douglas, Patricia Neal—5046 (5-15-63) High rating dramatic entertainment
R6223 **LAST TRAIN FROM GUN HILL, THE**—W-94m.—(TC)—Kirk Douglas, Anthony Quinn—5056 (6-12-63)—Suspenseful, big scale western—Reissue
6312 **LOVE WITH THE PROPER STRANGER**—D-100m.—Natalie Wood, Steve McQueen—5118 (12-18-63)—Warm, entertaining drama of youngsters searching for love
R6214 **MAN WHO KNEW TOO MUCH, THE**—MD-120m.—(VV; TC)—James Stewart, Doris Day—5046 (5-15-63)—Reissue of high rating Hitchcock thriller
6213 **MY SIX LOVES**—CD-101m.—(TC)—Debbie Reynolds, Cliff Robertson—5025 (3-6-63)—Warm, entertaining family treat
6304 **NEW KIND OF LOVE, A**—C-110m.—(TC)—Paul Newman, Joanne Woodward, Thelma Ritter—5090 (9-11-63)—Entertaining comedy
6219 **NUTTY PROFESSOR, THE**—C-107m.—(TC)—Jerry Lewis, Stella Stevens—5046 (5-15-63)—Jerry Lewis rides again
6212 **PAPA'S DELICATE CONDITION**—C-98m.—(TC)—Jackie Gleason, Glynis Johns—5022 (2-20-63)—Comedy offers fun for the family
6318 **PARIS PICK-UP**—D-90m.—Robert Houssein, Lea Massari—5114 (12-4-63)—Mystery meller import of average interest—French-made; dubbed in English
R6302 **ROCK-A-BYE BABY**—C-116m.—(TC)—Jerry Lewis—5073 (8-7-63)—Highly amusing Lewis entry—Reissue
6317 **SON OF CAPTAIN BLOOD**—MD-88m.—(CS; TC)—Sean Flynn, Ann Todd—5114 (12-4-63)—Fair action entry—Made abroad
R6308 **TO CATCH A THIEF**—MYC-106m.—(VV; TC)—Cary Grant, Grace Kelly—5073 (8-7-63)—High rating entertainment—Reissue
R6215 **TROUBLE WITH HARRY, THE**—C-99m.—(VV; TC)—Edmund Gwenn, John Forsythe, Shirley MacLaine—5046 (5-15-63)—Reissue is off-beat, amusing Hitchcock entry
R6309 **VERTIGO**—MD-127m.—(VV; TC)—James Stewart, Kim Novak—5073 (8-7-63)—Names will help suspense film—Reissue
6310 **WHO'S BEEN SLEEPING IN MY BED?**—C-103m.—(PV; TC)—Dean Martin, Elizabeth Montgomery, Carol Burnett—5114 (12-4-63)—Sophisticated, adult comedy
6306 **WHO'S MINDING THE STORE?**—C-90m.—(TC)—Jerry Lewis, Jill St. John—5114 (12-4-63)—Amusing Lewis entry
6303 **WIVES AND LOVERS**—C-103m.—Janet Leigh, Van Johnson, Shelly Winters—5073 (8-7-63)—Loads of laughs in sophisticated comedy about romantic hi-jinks

COMING FEATURES IN ORDER OF RELEASE

Feb. **SEVEN DAYS IN MAY**—Burt Lancaster, Kirk Douglas, Fredric March, Ava Gardner
April **PARIS WHEN IT SIZZLES**—(TC; PV)—William Holden, Audrey Hepburn
May **LAW OF THE LAWLESS**—(TC)—Dale Robertson, Yvonne De Carlo, William Bendix
June **LADY IN A CAGE**—Olivia de Havilland, Jeff Corey, Ann Sothern

COMING

BECKET—(PV; EC)—Richard Burton, Peter O'Toole
CARPETBAGGERS, THE—(70mm. PV; TC)—George Peppard, Alan Ladd, Carroll Baker, Martha Hyer
CIRCUS WORLD—(TC)—John Wayne, Claudia Cardinale, John Smith, Rita Hayworth
FALL OF THE ROMAN EMPIRE—(UltraIPV; TC)—Sophia Loren, Stephen Boyd
ROBINSON CRUSOE ON MARS—(TS; TC)—Paul Mantee, Vic Lundin
STAGE TO THUNDER ROCK—(TC)—Barry Sullivan, Marilyn Maxwell, Scott Brady
WHERE LOVE HAS GONE—(TS; TC)—Susan Hayward, Bette Davis

20TH CENTURY-FOX

DISTRIBUTED DURING THE PAST 12 MONTHS

216 **AIR PATROL**—MD-70m.—(CS)—Willard Parker, Merry Anders—5014 (1-23-63)—Average police meller
304 **DAY MARS INVADED EARTH, THE**—MD-70m.—(CS)—Kent Taylor, Marie Windsor—5050 (5-29-63)—Unusual, interesting programmer
CLEOPATRA—D-221m.—(Todd-AO; DC)—Elizabeth Taylor, Richard Burton, Rex Harrison—5062 (6-26-63)—Superior entertainment
312 **CONDEMNED OF ALTONA, THE**—D-114m.—Sophia Loren, Maximilian Schell, Fredric March—5090 (9-11-63)—Powerful, disturbing drama for discriminating—Made in Europe
320 **FAREWELL TO ARMS, A**—D-123m.—(CS; DC)—Rock Hudson, Jennifer Jones—5090 (9-11-63)—Fine filmization of famous book—Reissue
212 **HAND OF DEATH**—MD-62m.—(CS)—John Agar, Paula Ramond—5038 (4-17-63)—'Moster' dualler
317 **HARBOR LIGHTS**—MD-68m.—(CS)—Kent Taylor, Miriam Colon—5069 (7-24-63)—Fair programmer
313 **HOUSE OF THE DAMNED**—MD-62m.—(CS)—Ronald Foster, Merry Anders—5042 (5-1-63)—Good "haunted house" meller for duallers
311 **LEOPARD, THE**—D-161m.—(CS; DC)—Burt Lancaster, Alan Delon, Claudia Cardinale—5078 (8-21-63)—Cannes prize winner is over-long entry for art, specialty spots—Italian-made
318 **LONGEST DAY, THE**—D-180m.—(CS)—All-star cast—4986 (10-10-62)—High rating war entry—Filmed abroad
MAN IN THE MIDDLE—D-94m.—(CS)—Robert Mitchum, France Nuyen—5121 (1-8-64)—Interesting drama—Filmed in England and India
302 **MARILYN**—DOC.—83m.—(CS; C and black and white)—Narrated by Rock Hudson—5056 (6-12-63)—Mildly impressive documentary on late Marilyn Monroe
324 **MOVE OVER DARLING**—C-103m.—(CS; DC)—Doris Day, James Garner, Polly Bergen—5115 (12-4-63)—Entertaining comedy
307 **NINE HOURS TO RAMA**—D-125m.—(CS; DC)—Horst Buchholz, Jose Ferrer, Valerie Gearon—5022 (2-20-63)—Engrossing dramatic reenactment of Gandhi's assasination—Filmed in India and England
319 **OF LOVE AND DESIRE**—D-97m.—(DC)—Merle Oberon, Steve Cochran, Curt Jurgens—5090 (9-11-63)—Romantic drama is fair entry for adults only—Mexican-made
316 **POLICE NURSE**—MD-64m.—(CS)Ken Scott, Merry Anders—5050 (5-29-63)—For the lower half
306 **ROBE, THE**—D-133m.—(TC; CS)—Richard Burton, Jean Simmons—5017 (2-6-63)—Excellent—Reissue
301 **SODOM AND GOMORRAH**—D-154m.—(DC)—Stewart Granger, Pier Angeli—5014 (1-23-63)—Biblical spectacle flavored with sin for mass market—Made in Italy
309 **STRIPPER, THE**—D-95m.—(CS)—Joanne Woodward, Richard Beymer—5042 (5-1-63)—Interesting drama
323 **TAKE HER, SHE'S MINE**—C-98M.—(CS; DC)—James Stewart, Sandra Dee, Audrey Meadows—5102 (10-23-63)—Highly amusing romantic comedy
308 **THIRTY YEARS OF FUN**—COMP-85m.—Produced by Robert Youngson—5023 (2-20-63)—Highly amusing compilation of footage of yesteryear
326 **THUNDER ISLAND**—MD-65m.—(CS)—Gene Nelson, Fay Spain, Miriam Colon—5098 (10-9-63)—Good programmer
315 **YELLOW CANARY, THE**—D-93m.—(CS)—Pat Boone, Barbara Eden—5038 (4-17-63)—Well-made mystery thriller

COMING FEATURES IN ORDER OF RELEASE

Sept. **LASSIE'S GREAT ADVENTURE**—(DC)—June Lockhart, Hugh Reilly
Nov. **YOUNG SWINGERS, THE**—(CS)—Molly Bee
Jan. **SURF PARTY**—(CS)—Bobby Vinton, Jackie DeShannon

COMING

AMOK—Jock Mahoney, Margia Dean
EYES OF ANNIE JONES, THE—Richard Conte, Francesca Annis
GOOD SOUP, THE—(CS)—Franchot Tone, Annie Giradot
HORROR OF IT ALL, THE—Pat Boone, Erica Rogers
SHOCK TREATMENT—(CS)—Stuart Whitman, Carol Lynley
THIRD SECRET, THE—(CS)—Stephen Boyd, Pamela Franklin—English
VISIT, THE—(CS)—Ingrid Bergman, Anthony Quinn
WHAT A WAY TO GO!—(CS; DC)—Shirley MacLaine, Paul Newman, Robert Mitchum

UNITED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

6310 **AMAZONS OF ROME**—SPEC.-93m.—(EC)—Louis Jourdan, Sylvia Syms—5025 (3-6-63)—Actionful ancient war spectacle—French-Italian co-production; dubbed in English
BEAUTY AND THE BEAST—MD-77m.—(TC)—Joyce Taylor, Mark Damon—5095 (9-25-63)—Okay family programmer—Harvard
BIG RISK, THE—D-111m.—Lino Ventura, Sandra Milo—5056 (6-12-63)—Interesting crime meller—Franco-Italian co-production; dubbed in English—Amon
6314 **CALL ME BWANA**—C-103m.—(EC)—Bob Hope, Anita Ekberg, Edie Adams—5050 (5-29-63)—Entertaining Hope entry—Eon
6315 **CARETAKERS, THE**—D-97m.—Robert Stack, Polly Bergan, Joan Crawford—5078 (8-21-63)—Gripping drama of life in mental hospital—Barlett
CEREMONY, THE—D-105m.—Laurence Harvey, Sarah Miles—5118 (12-18-63)—Best for the arty set—Harvey
6305 **CHILD IS WAITING, A**—D-102m.—Burt Lancaster, Judy Garland—5014 (1-23-63)—Touching drama of retarded children, has top names—Kramer
6207 **CLOWN AND THE KID, THE**—D-66m.—John Lupton, Mike McGeevey, Mary Webster—5091 (9-11-63)—For the lower half and Saturday matinees—Harvard
COURT MARTIAL—MD-82m.—Karlheinz Boehm, Sabina Sesselman—5098 (10-9-63)—Interesting, tragic war story—German-made; dubbed in English
6308 **DIARY OF A MADMAN**—MD-96m.—(TC)—Vincent Price, Nancy Kovack—5025 (3-6-63)—Good horror show for program—Admiral
6307 **DR. NO**—MD-111m.—(TC)—Sean Connery, Ursula Andress—5034 (4-3-63)—High rating adventure drama loaded with sex, skullduggery, and thrills—English—Saltzman-Broccoli
6306 **FIVE MILES TO MIDNIGHT**—D-110m.—Sophia Loren, Anthony Perkins—5023 (2-20-63)—Drama has suspense, intrigue, other angles—Litvak
6312 **GREAT ESCAPE, THE**—MD-168m.—(PV; DC)—Steve McQueen, James Garner—5038 (4-17-63)—Solid, exciting, suspenseful P.O.W. yarn—Mirisch
6302 **GREAT VAN ROBBERY, THE**—MD-73m.—Denis Shaw, Kay Collard—5014 (1-23-63)—Okay action programmer—Danziger—English
6311 **I COULD GO ON SINGING**—DMU-99m.—(PV; TC)—Judy Garland, Dirk Bogarde—5030 (3-20-63)—Entertaining drama—English
6313 **IRMA LA DOUCE**—C-146m.—(PV; TC)—Jack Lemmon, Shirley MacLaine—5056 (6-12-63)—Highly entertaining entry for adult audiences—Mirisch
6401 **IT'S A MAD, MAD, MAD, MAD WORLD**—C-194m. plus intermission—(Cinerama; ultra-Panavision; TC)—Spencer Tracy, Milton Berle, Ethel Merman, others—5109 (11-20-63)—High rating entertainment—Kramer
6319 **JOHNNY COOL**—MD-101m.—Henry Silva, Elizabeth Montgomery—5091 (9-11-63)—Actionful killer-gangster meller—Chrislaw
6402 **KINGS OF THE SUN**—D-108m.—(PV; DC)—Yul Brynner, Shirley Anne Field—5118 (12-18-63)—Names must carry mild spectacle—Mirisch
6405 **LADYBUG, LADYBUG**—D-84m.—Jane Connell, William Daniels—5119 (12-18-63)—Off-beat drama with a message—Perry
6321 **LILIES OF THE FIELD, THE**—CD-94m.—Sidney Poitier, Lilla Skala—5073 (8-7-63)—Heartwarming, delightful family entertainment—Rainbow
6309 **LOVE IS A BALL**—C-112m.—(PV; TC)—Glenn Ford, Hope Lange, Charles Boyer—5026 (3-6-63)—Slick sophisticated comedy romp—Oxford-Gold Medal
6322 **MC LINTOCK**—W-127m.—(PV; TC)—John Wayne, Maureen O'Hara—5112 (11-20-63)—Well-made fun western
6320 **MY SON, THE HERO**—MD-111m.—(TC)—Pedro Armendariz, Antonella Lualdi—5095 (9-25-63)—Adventure yarn offers fun—Italian-made; dubbed in English
6323 **STOLEN HOURS**—D-100m.—(DC)—Susan Hayward, Michael Craig—5098 (10-9-63)—Well-done heart-tugger aimed at the ladies—English-made—Mirisch
6226 **THIRD OF A MAN**—D-80m.—Simon Oakland, Jimmy Gaines,—5091 (9-11-63)—Family programmer of mental illness—Phoenix
781 **TOM JONES**—C—131m.—(EC)—Albert Finney, Susannah York—5100 (10-9-63)—High rating entry for adult audiences—English-made
6316 **TOYS IN THE ATTIC**—D-90m.—(PV)—Dean Martin, Geraldine Page, Wendy Hiller, Yvette Mimieux—5063 (6-26-63)—Powerful, adult drama—Mirisch-Claude
6318 **TWICE TOLD TALES**—MD-119m.—(TC)—Vincent Price, Mari Blanchard—5099 (10-9-63)—Okay horror item—Kent

COMING FEATURES IN ORDER OF RELEASE

Mar. **PINK PANTHER, THE**—(Super-TE 70; TC)—Peter Sellers, Capucine, David Niven, Robert Wagner—Mirisch
April **FLIGHT FROM ASHIYA**—(PV; C)—Yul Brynner, Suzy Parker—Hecht
April **FROM RUSSIA, WITH LOVE**—(TS; TC)—Sean Connery, Lotte Lenya—Eon
April **ONE MAN'S WAY**—Don Murray, Diana Hyland—Ross

COMING

BEST MAN, THE—Henry Fonda, Cliff Robertson, Margaret Leighton-Miller-Turman
DUBIOUS PATRIOTS, THE—(PV; C)—Stewart Granger, Henry Silva, Raf Vallone, Mickey Rooney—Corman
FOR THOSE WHO THINK YOUNG—(TS; TC)—James Darren, Pamela Tiffin—Essex
GREATEST STORY EVER TOLD, THE—(CN; TC)—Max Von Sydow, Charlton Heston—George Stevens
INVITATION TO A GUNFIGHTER—(PV; EC) —Yul Brynner, Janice Rule—Kramer
SEVENTH DAWN, THE—William Holden, Susannah York—Helvia
SHOT IN THE DARK, A—Elke Sommer, Peter Sellers—Mirisch
633 SQUADRON—(PV; C)—Cliff Robertson, George Chakiris—Mirisch
TOPKAPI—Melina Mercouri, Peter Ustinov, Maximillian Schell—Filmways
TRAIN, THE—Burt Lancaster, Jeanne Moreau
WOMAN OF STRAW—(C)—Gina Lollabrigida, Sean Connery
WORLD OF HENRY ORIENT, THE—(PV; C)—Peter Sellers, Angela Lansbury—Pan Arts

UNIVERSAL

DISTRIBUTED DURING THE PAST 12 MONTHS

6307 **BIRDS, THE**—D-120m.—(TC)—Rod Taylor, Jessica Tandy, Tippi Hedren—5034 (4-3-63)—Different Hitchcock offering looks like strong boxoffice
CAPTAIN NEWMAN, M.D.—CD-126m.—(EC)—Gregory Peck, Tony Curtis, Angie Dickinson, Bobby Darin—5103 (10-23-63)—Very good comedy drama
6303 **COME SEPTEMBER**—C-112m.—(TC; CS)—Rock Hudson, Gina Lollobrigida, Sandra Dee, Bobby Darin—5017 (2-6-63)—Highly enjoyable comedy—Reissue
CHARADE—CMD-114m.—(TC)—Cary Grant, Audrey Hepburn—5095 (9-25-63)—Pleasing, well-made entertainment—Filmed abroad
6319 **FOR LOVE OR MONEY**—C-108m.—(EC)—Kirk Douglas, Mitzi Gaynor—5063 (6-26-63)—Fun entry is well made
6313 **GATHERING OF EAGLES, A**—D-115m.—(EC)—Rock Hudson, Rod Taylor, Mary Peach—5057 (6-12-63)—The Strategic Air Command in action
6314 **KING KONG VS GODZILLA**—MD-90m.—(C)—Michael Keith, James Yagi—5057 (6-12-63)—Exploitable science fiction entry for program—Japanese made
6318 **KISS OF THE VAMPIRE**—MD-88m.—(EC)—Clifford Evans, Niel Willman—5074 (8-7-63)—Good horror entry—English
6312 **LANCELOT AND GUINEVERE (SWORD OF LANCELOT)**—D-116m.—(PV; EC)—Cornel Wilde, Jean Wallace—5042 (5-1-63)—Colorful tale of Knights of yesteryear—English made
6315 **LIST OF ADRIAN MESSENGER, THE**—MD-98m.—George C. Scott, Dana Wynter—5050 (5-29-63)—Absorbing, well-made mystery
6302 **LOVER COME BACK**—C-107m.—(EC)—Rock Hudson, Doris Day—5017 (2-6-63)—Comedy has angles to make it a hit—Reissue
6309 **PARANOIAC**—MD-80m.—Jeanette Scott, Oliver Reed—5039 (4-17-63)—Interesting horror import—English
RAIDERS, THE—W-75m.—(C)—Robert Culp, Brian Keith, Judi Meredith—5119 (12-18-63)—For the lower half
6310 **SHOWDOWN**—W-79m.—Audie Murphy, Kathleen Crowley—5039 (4-17-63)—For lower half of program
SWORD OF LANCELOT—SEE LANCELOT AND GUINEVERE
6311 **TAMMY AND THE DOCTOR**—CD-88m.—(EC)—Sandra Dee, Peter Fonda—5047 (5-15-63)—Cute series entry

P

Pagan Island		Misc.
Pair Of Briefs, A		For.
Palm Springs Week-End	B	WB
Parnoiac	A2	U-I
Papa's Delicate Condition	A1	Par.
Paris Pick-Up		Par.
• Party, The		AA
• Paris When It Sizzles		Par.
• Passionate Thief, The	A3	Emb.
Payroll	B	AA
Peep Shows Of Paris		Misc.
• Perang		UA
• Pink Panther	A3	UA
Pirate And The Slave Girl		For.
• Playboy		Col.
Playgirls And The Vampire, The .		For.
Playgirls International		Misc.
Play It Cool	A2	AA
• Play It Cooler		Col.
Please, Not Now!	C	For.
Police Nurse	A3	Fox
• Postman's Knock		MGM
PT 109	A1	WB
Prize, The	A3	MGM
Promises, Promises		Misc.
• Psyche 59		Col.
• Pumpkin Eater, The		Col.
Pyro	A3	A-I

Q

• Quick Gun, The		Col.

R

Rage Of The Buccaneers		For.
Raiders, The	A1	U
Rampage	B	WB
Raven, The	A1	A-I
Reach For Glory		Col.
Resurrection		For.
• Rhino		MGM
Rififi In Tokyo	A3	MGM
Robe, The—Re.	A1	Fox
• Robin And The 7 Hoods		WB
• Robinson Crusoe On Mars		Par.
Rock-A-Bye Baby—Re.	A1	Par.
Run With The Devil		For.
Running Man, The	A3	Col.

S

Samson And The 7 Miracles Of The World	A2	AI
• Samson And The Slave Queen ..		A-I
Savage Sam	A1	BV
Savage Guns	A2	MGM
Scanty Panties		Misc.
• Secret Door, The		AA
• Send Me No Flowers		U
• Senilita		Col.
• Seven Days In May	A2	Par.
• Seven Faces Of Dr. Lao, The ...		MGM
Seven Seas To Calais	A1	MGM
• Seventh Dawn, The		UA
• Sex And The Single Girl		WB
Shock Corridor	B	AA
• Shock Treatment		Fox
• Shot In The Dark, A		UA
Show Boat—RE	A2	Misc.
Showdown	A2	U
Siege Of The Saxons	A1	Col.
• Signpost To Murder		MGM
• 633 Squadron		UA
Slave, The	A2	MGM
Small World Of Sammy Lee, The	B	For.
• Smog		MGM
Sodom And Gomorrah	B	Fox
Soldier In The Rain	B	AA
• Some People		A-I
Son Of Captain Blood, The		Par.
Son Of Flubber	A1	BV
Sound Of Laughter, The		Misc.
Sound Of Trumpets, The	A2	For.
Spencer's Mountain	A3	WB
Square Of Violence	A2	MGM
• Stage To Thunder Rock		Par.
Steam Heat		Misc.
Steppe, The		For.
Stolen Hours	A2	UA
Strait-jacket	A3	Col.
• Strange Bedfellows		U
• Strangler, The		AA
Stripper, The	B	Fox
Suitor, The	A2	For.
Summer Holiday		A-I
Summer Magic	A1	BV
Summer Place—Re.	B	WB
Sunday In New York		MGM
Sunswept		For.
• Surf Party	A2	Fox
• Swingin' Maiden, The		Col.
Sword And The Stone	A1	BV
Sword Of Lancelot (See Lancelot And Guinevere)		

K

King Kong vs. Godzilla	A1	U
Kings Of The Sun	A2	UA
Kiss Of The Vampire	A2	U
• Kisses For My President		WB
• Kissin' Cousins		MGM

L

Ladies Who Do	A2	For.
Ladybug, Ladybug	A2	UA
• Lady In A Cage	B	Par.
Lancelot And Guinevere (Sword of Lancelot)	A2	U-I
La Poupee		For.
Landru	B	Emb.
• Lassie's Great Adventure	A1	Fox
Last Train From Gun Hill, The—Re.	A2	Par.
Lawrence Of Arabia	A2	Col.
• Law Of The Lawless		Par.
Leopard, The	A3	Fox
• Life In Danger, A	A2	AA
• Light Fantastic, The	B	Emb.
Lilies Of The Field, The	A1	UA
• Lilith		Col.
List Of Adrian Messenger, The	A1	U-I
Long Absence, The	A2	For.
• Long Ships, The		Col.
• Longest Day, The	A1	Fox
• Looking For Love		MGM
• Lord Jim		Col.
Lord Of The Flies	A2	For.
Love At Twenty	A3	EMB
• Love Cage		MGM
Love Is A Ball	A3	UA
• Love Makers, The		Emb.
Love With the Proper Stranger	A3	Par.
Lover Come Back—Re.	B	U

M

Madame	B	Emb.
• Mail Order Bride	A3	MGM
Main Attraction, The	B	MGM
Man From The Diners' Club	A1	Col.
• Man From Galveston, The	A2	WB
Man In The Middle	B	Fox
Man Who Knew Too Much, The —RE	A1	Par.
Maniac	A3	Col.
• Man's Favorite Sport?	A3	U-I
Marilyn	B	Fox
• Marnie		U
• Mary Poppins		BV
Marriage Of Figaro	A3	For.
Mary, Mary	A2	WB
• Masque Of The Red Death		AI
• MGM's Big Parade Of Comedy		MGM
McLintock	A1	UA
• Merlin Jones		BV
Mill Of The Stone Women		For.
Mind Benders, The	A3	A-I
Miracle Of The White Stallions	A1	BV
• Misadventures of Merlin Jones	A1	BV
Monkey In Winter	A3	MGM
Monstrosity		Misc.
• Moon-Spinners, The		BV
Move Over, Darling	A3	Fox
Murder At The Gallop	A1	MGM
• Murder Most Foul		MGM
Muriel	A3	For.
• Muscle Beach Party		A-I
Mutiny On The Bounty	A2	MGM
• My Fair Lady		WB
My Hobo		For.
My Life To Live	C	For.
My Name Is Ivan	A2	For.
My Six Loves	A1	Par.
My Son, The Hero	A1	UA
My Son the Vampire		For.

N

Naked Autumn		For.
• Naked Kiss, The		AA
• Natives Are Restless Tonight, The		MGM
Nature's Sweethearts		Misc.
• New Interns, The		Col.
New Kind Of Love, A	B	Par.
• Night Must Fall		MGM
• Night Of The Iguana		MGM
Night Tide (Filmgroup)		A-I
• Nightmare	A2	U
Nine Hours To Rama	A3	Fox
Nutty Protessor, The	A1	Par.

O

• Of Human Bondage		MGM
Of Love And Desire	B	Fox
Old Dark House, The	A2	Col.
• One Man's Way		UA
1000 Shapes of A Female		Misc.
Operation Bikini	B	A-I
• Only One New York		Emb.
Ordered To Love		For.
• Out-Of-Towners, The		WB

RHINO—(MC)—Harry Guardino, Robert Culp
SEVEN FACES OF DR. LAO, THE —(WS; C)—Tony Randall, Barbara Eden
SIGNPOST TO MURDER—(PV)—Joanne Woodward, Stuart Whitman
SMOG—(WS)—Annie Girardot, Renato Salvatore
TAMAHINE—(C)—Nancy Kwan, John Fraser
UNSINKABLE MOLLY BROWN, THE—(PV; MC)—Debbie Reynolds, Harve Presnell
VILLAGE OF DAUGHTERS—Eric Sykes, Gregoire Aslan
VIVA LAS VEGAS—PV; MC)—Elvis Presley, Ann Margret

PARAMOUNT

DISTRIBUTED DURING THE PAST 12 MONTHS

6307 **ALL THE WAY HOME**—D—103m.—Jean Simmons, Robert Preston, Michael Kearney—5095 (9-25-63)—Well made drama for discriminating audiences
6221 **COME BLOW YOUR HORN**—C-112m.—(PV; TC)—Frank Sinatra, Molly Picon, Barbara Rush—5049 (5-29-63)—Very funny comedy should roll to top returns
6220 **DONOVAN'S REEF**—CD-107m.—(TC)—John Wayne, Lee Marvin, Elizabeth Allen—5062 (6-26-63)—Sell the names and the action
R6301 **DON'T GIVE UP THE SHIP**—C-89m.—Jerry Lewis—5073 (8-7-63)—Amusing Lewis entry—Reissue
6217 **DUEL OF THE TITANS**—MD-90m.—(CS; EC)—Steve Reeves, Gordon Scott, Virna Lisi—5062 (6-26-63)—Actionful, large scale spectacle of ancient times—French-Italian co-production; dubbed in English
6305 **FUN IN ACAPULCO**—MU-100m.—(TC)—Elvis Presley, Ursula Andress—5109 (11-20-63)—Presley sings again
R6218 **GUNFIGHT AT THE O.K. CORRAL**—W-122m.—(TC)—Burt Lancaster, Kirk Douglas—5056 (6-12-63)—Super western rates high—Reissue
6216 **HUD**—D-112m.—(PV)—Paul Newman, Melvin Douglas, Patricia Neal—5046 (5-15-63) High rating dramatic entertainment
R6223 **LAST TRAIN FROM GUN HILL, THE**—W-94m.—(TC)—Kirk Douglas, Anthony Quinn—5056 (6-12-63)—Suspenseful, big scale western—Reissue
6312 **LOVE WITH THE PROPER STRANGER**—D-100m.—Natalie Wood, Steve McQueen—5118 (12-18-63)—Warm, entertaining drama of youngsters searching for love
R6214 **MAN WHO KNEW TOO MUCH, THE**—MD-120m.—(VV; TC)—James Stewart, Doris Day—5046 (5-15-63)—Reissue of high rating Hitchcock thriller
6213 **MY SIX LOVES**—CD-101m.—(TC)—Debbie Reynolds, Cliff Robertson—5025 (3-6-63)—Warm, entertaining family treat
6304 **NEW KIND OF LOVE, A**—C-110m.—(TC)—Paul Newman, Joanne Woodward, Thelma Ritter—5090 (9-11-63)—Entertaining comedy
6219 **NUTTY PROFESSOR, THE**—C-107m.—(TC)—Jerry Lewis, Stella Stevens—5046 (5-15-63)—Jerry Lewis rides again
6212 **PAPA'S DELICATE CONDITION**—C-98m.—(TC)—Jackie Gleason, Glynis Johns—5022 (2-20-63)—Comedy offers fun for the family
6318 **PARIS PICK-UP**—D-90m.—Robert Houssein, Lea Massari—5114 (12-4-63)—Mystery meller import of average interest—French-made; dubbed in English
R6302 **ROCK-A-BYE BABY**—C-116m.—(TC)—Jerry Lewis—5073 (8-7-63)—Highly amusing Lewis entry—Reissue
6317 **SON OF CAPTAIN BLOOD**—MD-88m.—(CS; TC)—Sean Flynn, Ann Todd—5114 (12-4-63)—Fair action entry—Made abroad
R6308 **TO CATCH A THIEF**—MYC-106m.—(VV; TC)—Cary Grant, Grace Kelly—5073 (8-7-63)—High rating entertainment—Reissue
R6215 **TROUBLE WITH HARRY, THE**—C-99m.—(VV; TC)—Edmund Gwenn, John Forsythe, Shirley MacLaine—5046 (5-15-63)—Reissue is off-beat, amusing Hitchcock entry
R6309 **VERTIGO**—MD-127m.—(VV; TC)—James Stewart, Kim Novak—5073 (8-7-63)—Names will help suspense film—Reissue
6310 **WHO'S BEEN SLEEPING IN MY BED?**—C-103m.—(PV; TC)—Dean Martin, Elizabeth Montgomery, Carol Burnett—5114 (12-4-63)—Sophisticated, adult comedy
6306 **WHO'S MINDING THE STORE?**—C-90m.—(TC)—Jerry Lewis, Jill St. John—5114 (12-4-63)—Amusing Lewis entry
6303 **WIVES AND LOVERS**—C-103m.—Janet Leigh, Van Johnson, Shelly Winters—5073 (8-7-63)—Loads of laughs in sophisticated comedy about romantic hi-jinks

COMING FEATURES IN ORDER OF RELEASE

Feb. **SEVEN DAYS IN MAY**—Burt Lancaster, Kirk Douglas, Fredric March, Ava Gardner
April **PARIS WHEN IT SIZZLES**—(TC; PV)—William Holden, Audrey Hepburn
May **LAW OF THE LAWLESS**—(TC)—Dale Robertson, Yvonne De Carlo, William Bendix
June **LADY IN A CAGE**—Olivia de Havilland, Jeff Corey, Ann Sothern

COMING

BECKET—(PV; EC)—Richard Burton, Peter O'Toole
CARPETBAGGERS, THE—(70mm. PV; TC)—George Peppard, Alan Ladd, Carroll Baker, Martha Hyer
CIRCUS WORLD—(TC)—John Wayne, Claudia Cardinale, John Smith, Rita Hayworth
FALL OF THE ROMAN EMPIRE—(UltraPV; TC)—Sophia Loren, Stephen Boyd
ROBINSON CRUSOE ON MARS—(TS; TC)—Paul Mantee, Vic Lundin
STAGE TO THUNDER ROCK—(TC)—Barry Sullivan, Marilyn Maxwell, Scott Brady
WHERE LOVE HAS GONE—(TS; TC)—Susan Hayward, Bette Davis

20TH CENTURY-FOX

DISTRIBUTED DURING THE PAST 12 MONTHS

216 **AIR PATROL**—MD-70m.—(CS)—Willard Parker, Merry Anders—5014 (1-23-63)—Average police meller
304 **DAY MARS INVADED EARTH, THE**—MD-70m.—(CS)—Kent Taylor, Marie Windsor—5050 (5-29-63)—Unusual, interesting programmer
CLEOPATRA—D-221m.—(Todd-AO; DC)—Elizabeth Taylor, Richard Burton, Rex Harrison—5062 (6-26-63)—Superior entertainment
312 **CONDEMNED OF ALTONA, THE**—D-114m.—Sophia Loren, Maximilian Schell, Fredric March—5090 (9-11-63)—Powerful, disturbing drama for discriminating—Made in Europe
320 **FAREWELL TO ARMS, A**—D-123m.—(CS; DC)—Rock Hudson, Jennifer Jones—5090 (9-11-63)—Fine filmization of famous book—Reissue
212 **HAND OF DEATH**—MD-62m.—(CS)—John Agar, Paula Ramond—5038 (4-17-63)—'Moster' dualler
317 **HARBOR LIGHTS**—MD-68m.—(CS)—Kent Taylor, Miriam Colon—5069 (7-24-63)—Fair programmer
313 **HOUSE OF THE DAMNED**—MD-62m.—(CS)—Ronald Foster, Merry Anders—5042 (5-1-63)—Good "haunted house" meller for duallers
311 **LEOPARD, THE**—D-161m.—(CS; DC)—Burt Lancaster, Alan Delon, Claudia Cardinale—5078 (8-21-63)—Cannes prize winner is over-long entry for art, specialty spots—Italian-made
318 **LONGEST DAY, THE**—D-180m.—(CS)—All-star cast—4986 (10-10-62)—High rating war entry—Filmed abroad
MAN IN THE MIDDLE—D-94m.—(CS)—Robert Mitchum, France Nuyen—5121 (1-8-64)—Interesting drama—Filmed in England and India
302 **MARILYN**—DOC.—83m.—(CS; C and black and white)—Narrated by Rock Hudson—5056 (6-12-63)—Mildly impressive documentary on late Marilyn Monroe
324 **MOVE OVER DARLING**—C-103m.—(CS; DC)—Doris Day, James Garner, Polly Bergen—5115 (12-4-63)—Entertaining comedy
307 **NINE HOURS TO RAMA**—D-125m.—(CS; DC)—Horst Buchholz, Jose Ferrer, Valerie Gearon—5022 (2-20-63)—Engrossing dramatic reenactment of Gandhi's assasination—Filmed in India and England
319 **OF LOVE AND DESIRE**—D-97m.—(DC)—Merle Oberon, Steve Cochran, Curt Jurgens—5090 (9-11-63)—Romantic drama is fair entry for adults only—Mexican-made
316 **POLICE NURSE**—MD-64m.—(CS)Ken Scott, Merry Anders—5050 (5-29-63)—For the lower half
306 **ROBE, THE**—D-133m.—(TC; CS)—Richard Burton, Jean Simmons—5017 (2-6-63)—Excellent—Reissue
301 **SODOM AND GOMORRAH**—D-154m.—(DC)—Stewart Granger, Pier Angeli—5014 (1-23-63)—Biblical spectacle flavored with sin for mass market—Made in Italy
309 **STRIPPER, THE**—D-95m.—(CS)—Joanne Woodward, Richard Beymer—5042 (5-1-63)—Interesting drama
323 **TAKE HER, SHE'S MINE**—C-98M.—(CS; DC)—James Stewart, Sandra Dee, Audrey Meadows—5102 (10-23-63)—Highly amusing romantic comedy
308 **THIRTY YEARS OF FUN**—COMP-85m.—Produced by Robert Youngson—5023 (2-20-63)—Highly amusing compilation of footage of yesteryear
326 **THUNDER ISLAND**—MD-65m.—(CS)—Gene Nelson, Fay Spain, Miriam Colon—5098 (10-9-63)—Good programmer
315 **YELLOW CANARY, THE**—D-93m.—(CS)—Pat Boone, Barbara Eden—5038 (4-17-63)—Well-made mystery thriller

COMING FEATURES IN ORDER OF RELEASE

Sept. **LASSIE'S GREAT ADVENTURE**—(DC)—June Lockhart, Hugh Reilly
Nov. **YOUNG SWINGERS, THE**—(CS)—Molly Bee
Jan. **SURF PARTY**—(CS)—Bobby Vinton, Jackie DeShannon

COMING

AMOK—Jock Mahoney, Margia Dean
EYES OF ANNIE JONES, THE—Richard Conte, Francesca Annis
GOOD SOUP, THE—(CS)—Franchot Tone, Annie Giradot
HORROR OF IT ALL, THE—Pat Boone, Erica Rogers
SHOCK TREATMENT—(CS)—Stuart Whitman, Carol Lynley
THIRD SECRET, THE—(CS)—Stephen Boyd, Pamela Franklin—English
VISIT, THE—(CS)—Ingrid Bergman, Anthony Quinn
WHAT A WAY TO GO!—(CS; DC)—Shirley MacLaine, Paul Newman, Robert Mitchum

UNITED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

6310 **AMAZONS OF ROME**—SPEC.-93m.—(EC)—Louis Jourdan, Sylvia Syms—5025 (3-6-63)—Actionful ancient war spectacle—French-Italian co-production; dubbed in English
BEAUTY AND THE BEAST—MD-77m.—(TC)—Joyce Taylor, Mark Damon—5095 (9-25-63)—Okay family programmer—Harvard
BIG RISK, THE—D-111m.—Lino Ventura, Sandra Milo—5056 (6-12-63)—Interesting crime meller—Franco-Italian co-production; dubbed in English—Amon
6314 **CALL ME BWANA**—C-103m.—(EC)—Bob Hope, Anita Ekberg, Edie Adams—5050 (5-29-63)—Entertaining Hope entry—Eon
6315 **CARETAKERS, THE**—D-97m.—Robert Stack, Polly Bergan, Joan Crawford—5078 (8-21-63)—Gripping drama of life in mental hospital—Barlett
CEREMONY, THE—D-105m.—Laurence Harvey, Sarah Miles—5118 (12-18-63)—Best for the arty set—Harvey
6305 **CHILD IS WAITING, A**—D-102m.—Burt Lancaster, Judy Garland—5014 (1-23-63)—Touching drama of retarded children, has top names—Kramer
6207 **CLOWN AND THE KID, THE**—D-66m.—John Lupton, Mike McGeevey, Mary Webster—5091 (9-11-63)—For the lower half and Saturday matinees—Harvard
COURT MARTIAL—MD-82m.—Karlheinz Boehm, Sabina Sesselman—5098 (10-9-63)—Interesting, tragic war story—German-made; dubbed in English
6308 **DIARY OF A MADMAN**—MD-96m.—(TC)—Vincent Price, Nancy Kovack—5025 (3-6-63)—Good horror show for program—Admiral
6307 **DR. NO**—MD-111m.—(TC)—Sean Connery, Ursula Andress—5034 (4-3-63)—High rating adventure drama loaded with sex, skullduggery, and thrills—English—Saltzman-Broccoli
6306 **FIVE MILES TO MIDNIGHT**—D-110m.—Sophia Loren, Anthony Perkins—5023 (2-20-63)—Drama has suspense, intrigue, other angles—Litvak
6312 **GREAT ESCAPE, THE**—MD-168m.—(PV; DC)—Steve McQueen, James Garner—5038 (4-17-63)—Solid, exciting, suspenseful P.O.W. yarn—Mirisch
6302 **GREAT VAN ROBBERY, THE**—MD-73m.—Denis Shaw, Kay Collard—5014 (1-23-63)—Okay action programmer—Danziger—English
6311 **I COULD GO ON SINGING**—DMU-99m.—(PV; TC)—Judy Garland, Dirk Bogarde—5030 (3-20-63)—Entertaining drama—English
6313 **IRMA LA DOUCE**—C-146m.—(PV; TC)—Jack Lemmon, Shirley MacLaine—5056 (6-12-63)—Highly entertaining entry for adult audiences—Mirisch
6401 **IT'S A MAD, MAD, MAD, MAD WORLD**—C-194m. plus intermission—(Cinerama; ultra-Panavision; TC)—Spencer Tracy, Milton Berle, Ethel Merman, others—5109 (11-20-63)—High rating entertainment—Kramer
6319 **JOHNNY COOL**—MD-101m.—Henry Silva, Elizabeth Montgomery—5091 (9-11-63)—Actionful killer-gangster meller—Chrislaw
6402 **KINGS OF THE SUN**—D-108m.—(PV; DC)—Yul Brynner, Shirley Anne Field—5118 (12-18-63)—Names must carry mild spectacle—Mirisch
6405 **LADYBUG, LADYBUG**—D-84m.—Jane Connell, William Daniels—5119 (12-18-63)—Off-beat drama with a message—Perry
6321 **LILIES OF THE FIELD, THE**—CD-94m.—Sidney Poitier, Lilla Skala—5073 (8-7-63)—Heartwarming, delightful family entertainment—Rainbow
6309 **LOVE IS A BALL**—C-112m.—(PV; TC)—Glenn Ford, Hope Lange, Charles Boyer—5026 (3-6-63)—Slick sophisticated comedy romp—Oxford-Gold Medal
6322 **MC LINTOCK**—W-127m.—(PV; TC)—John Wayne, Maureen O'Hara—5112 (11-20-63)—Well-made fun western
6320 **MY SON, THE HERO**—MD-111m.—(TC)—Pedro Armendariz, Antonella Lualdi—5095 (9-25-63)—Adventure yarn offers fun—Italian-made; dubbed in English
6323 **STOLEN HOURS**—D-100m.—(DC)—Susan Hayward, Michael Craig—5098 (10-9-63)—Well-done heart-tugger aimed at the ladies—English-made—Mirisch
6226 **THIRD OF A MAN**—D-80m.—Simon Oakland, Jimmy Gaines,—5091 (9-11-63)—Family programmer of mental illness—Phoenix
781 **TOM JONES**—C—131m.—(EC)—Albert Finney, Susannah York—5100 (10-9-63)—High rating entry for adult audiences—English-made
6316 **TOYS IN THE ATTIC**—D-90m.—(PV)—Dean Martin, Geraldine Page, Wendy Hiller, Yvette Mimieux—5063 (6-26-63)—Powerful, adult drama—Mirisch-Claude
6318 **TWICE TOLD TALES**—MD-119m.—(TC)—Vincent Price, Mari Blanchard—5099 (10-9-63)—Okay horror item—Kent

COMING FEATURES IN ORDER OF RELEASE

Mar. **PINK PANTHER, THE**—(Super-TE 70; TC)—Peter Sellers, Capucine, David Niven, Robert Wagner—Mirisch
April **FLIGHT FROM ASHIYA**—(PV; C)—Yul Brynner, Suzy Parker—Hecht
April **FROM RUSSIA, WITH LOVE**—(TS; TC)—Sean Connery, Lotte Lenya—Eon
April **ONE MAN'S WAY**—Don Murray, Diana Hyland—Ross

COMING

BEST MAN, THE—Henry Fonda, Cliff Robertson, Margaret Leighton-Miller-Turman
DUBIOUS PATRIOTS, THE—(PV; C)—Stewart Granger, Henry Silva, Raf Vallone, Mickey Rooney—Corman
FOR THOSE WHO THINK YOUNG—(TS; TC)—James Darren, Pamela Tiffin—Essex
GREATEST STORY EVER TOLD, THE—(CN; TC)—Max Von Sydow, Charlton Heston—George Stevens
INVITATION TO A GUNFIGHTER—(PV; EC) —Yul Brynner, Janice Rule—Kramer
SEVENTH DAWN, THE—William Holden, Susannah York—Helvia
SHOT IN THE DARK, A—Elke Sommer, Peter Sellers—Mirisch
633 SQUADRON—(PV; C)—Cliff Robertson, George Chakiris—Mirisch
TOPKAPI—Melina Mercouri, Peter Ustinov, Maximillian Schell—Filmways
TRAIN, THE—Burt Lancaster, Jeanne Moreau
WOMAN OF STRAW—(C)—Gina Lollabrigida, Sean Connery
WORLD OF HENRY ORIENT, THE—(PV; C)—Peter Sellers, Angela Lansbury—Pan Arts

---

UNIVERSAL

DISTRIBUTED DURING THE PAST 12 MONTHS

6307 **BIRDS, THE**—D-120m.—(TC)—Rod Taylor, Jessica Tandy, Tippi Hedren—5034 (4-3-63)—Different Hitchcock offering looks like strong boxoffice
CAPTAIN NEWMAN, M.D.—CD-126m.—(EC)—Gregory Peck, Tony Curtis, Angie Dickinson, Bobby Darin—5103 (10-23-63)—Very good comedy drama
6303 **COME SEPTEMBER**—C-112m.—(TC; CS)—Rock Hudson, Gina Lollobrigida, Sandra Dee, Bobby Darin—5017 (2-6-63)—Highly enjoyable comedy—Reissue
CHARADE—CMD-114m.—(TC)—Cary Grant, Audrey Hepburn—5095 (9-25-63)—Pleasing, well-made entertainment—Filmed abroad
6319 **FOR LOVE OR MONEY**—C-108m.—(EC)—Kirk Douglas, Mitzi Gaynor—5063 (6-26-63)—Fun entry is well made
6313 **GATHERING OF EAGLES, A**—D-115m.—(EC)—Rock Hudson, Rod Taylor, Mary Peach—5057 (6-12-63)—The Strategic Air Command in action
6314 **KING KONG VS GODZILLA**—MD-90m.—(C)—Michael Keith, James Yagi—5057 (6-12-63)—Exploitable science fiction entry for program—Japanese made
6318 **KISS OF THE VAMPIRE**—MD-88m.—(EC)—Clifford Evans, Niel Willman—5074 (8-7-63)—Good horror entry—English
6312 **LANCELOT AND GUINEVERE (SWORD OF LANCELOT)**—D-116m.—(PV; EC)—Cornel Wilde, Jean Wallace—5042 (5-1-63)—Colorful tale of Knights of yesteryear—English made
6315 **LIST OF ADRIAN MESSENGER, THE**—MD-98m.—George C. Scott, Dana Wynter—5050 (5-29-63)—Absorbing, well-made mystery
6302 **LOVER COME BACK**—C-107m.—(EC)—Rock Hudson, Doris Day—5017 (2-6-63)—Comedy has angles to make it a hit—Reissue
6309 **PARANOIAC**—MD-80m.—Jeanette Scott, Oliver Reed—5039 (4-17-63)—Interesting horror import—English
RAIDERS, THE—W-75m.—(C)—Robert Culp, Brian Keith, Judi Meredith—5119 (12-18-63)—For the lower half
6310 **SHOWDOWN**—W-79m.—Audie Murphy, Kathleen Crowley—5039 (4-17-63)—For lower half of program
SWORD OF LANCELOT—SEE LANCELOT AND GUINEVERE
6311 **TAMMY AND THE DOCTOR**—CD-88m.—(EC)—Sandra Dee, Peter Fonda—5047 (5-15-63)—Cute series entry

P

Pagan Island		Misc.
Pair Of Briefs, A		For.
Palm Springs Week-End	B	WB
Parnoiac	A2	U-I
Papa's Delicate Condition	A1	Par.
Paris Pick-Up		Par.
• Party, The		AA
• Paris When It Sizzles		Par.
• Passionate Thief, The	A3	Emb.
Payroll	B	AA
Peep Shows Of Paris		Misc.
• Perang		UA
• Pink Panther	A3	UA
Pirate And The Slave Girl		For.
• Playboy		Col.
Playgirls And The Vampire, The .		For.
Playgirls International		Misc.
Play It Cool	A2	AA
• Play It Cooler		Col.
Please, Not Now!	C	For.
Police Nurse	A3	Fox
• Postman's Knock		MGM
PT 109	A1	WB
Prize, The	A3	MGM
Promises, Promises		Misc.
• Psyche 59		Col.
• Pumpkin Eater, The		Col.
Pyro	A3	A-I

Q

• Quick Gun, The		Col.

R

Rage Of The Buccaneers		For.
Raiders, The	A1	U
Rampage	B	WB
Raven, The	A1	A-I
Reach For Glory		Col.
Resurrection		For.
• Rhino		MGM
Rififi In Tokyo	A3	MGM
Robe, The—Re.	A1	Fox
• Robin And The 7 Hoods		WB
• Robinson Crusoe On Mars		Par.
Rock-A-Bye Baby—Re.	A1	Par.
Run With The Devil		For.
Running Man, The	A3	Col.

S

Samson And The 7 Miracles Of The World	A2	AI
• Samson And The Slave Queen ..		A-I
Savage Sam	A1	BV
Savage Guns	A2	MGM
Scanty Panties		Misc.
• Secret Door, The		AA
• Send Me No Flowers		U
• Senilita		Col.
• Seven Days In May	A2	Par.
• Seven Faces Of Dr. Lao, The ...		MGM
Seven Seas To Calais	A1	MGM
• Seventh Dawn, The		UA
• Sex And The Single Girl		WB
Shock Corridor	B	AA
• Shock Treatment		Fox
• Shot In The Dark, A		UA
Show Boat—RE	A2	Misc.
Showdown	A2	U
Siege Of The Saxons	A1	Col.
• Signpost To Murder		MGM
• 633 Squadron		UA
Slave, The	A2	MGM
Small World Of Sammy Lee, The	B	For.
• Smog		MGM
Sodom And Gomorrah	B	Fox
Soldier In The Rain	B	AA
• Some People		A-I
Son Of Captain Blood, The		Par.
Son Of Flubber	A1	BV
Sound Of Laughter, The		Misc.
Sound Of Trumpets, The	A2	For.
Spencer's Mountain	A3	WB
Square Of Violence	A2	MGM
• Stage To Thunder Rock		Par.
Steam Heat		Misc.
Steppe, The		For.
Stolen Hours	A2	UA
Strait-jacket	A3	Col.
• Strange Bedfellows		U
• Strangler, The		AA
Stripper, The	B	Fox
Suitor, The	A2	For.
Summer Holiday		A-I
Summer Magic	A1	BV
Summer Place—Re.	B	WB
Sunday In New York		MGM
Sunswept		For.
• Surf Party	A2	Fox
• Swingin' Maiden, The		Col.
Sword And The Stone	A1	BV
Sword Of Lancelot (See Lancelot And Guinevere)		

T

Take Her, She's Mine	A3	Fox
• Tamahine		MGM
Tammy And The Doctor	A1	U-I
Tarzan's Three Challenges	A1	MGM
Term Of Trial	A3	WB
Terrified		Misc.
Terror, The	A2	A-I
Therese		For.
• These Are The Damned		Col.
Three Fables Of Love	B	For.
Three Lives Of Thomasina, The		BV
• Three Penny Opera		Emb.
Three Stooges Go Around The World In A Daze	A1	Col.
Third Of A Man	A2	UA
• Third Secret, The		Fox
Thrill Of It All, The	A2	U-I
13 Frightened Girls	A1	Col.
Thirty Years Of Fun	A1	Fox
This Sporting Life	A4	For.
• Those Crazy Calloways		BV
Thunder Island	A2	Fox
Tiara Tahiti	B	For.
Ticklish Affair, A	A1	MGM
• Tiger Walks, A		BV
• Tiko And The Shark		MGM
Time Out For Love	B	For.
To Bed—Or Not To Bed		For.
To Catch A Thief—Re.	A2	Par.
Tom Jones	A4	UA
• Topkapi		UA
• Torpedo Bay		AI
Toys In The Attic	A3	UA
Traitors, The	A1	U
• Train, The		UA
• Traveling Lady, The		Col.
Trouble With Harry, The—Re.	B	Par.
20,000 Leagues Under The Sea-Re.	A1	BV
Twice Told Tales	A2	UA
Twilight Of Honor	A3	MGM
• Two Are Guilty	A3	MGM
Two Nights With Cleopatra	A2	For.

U

Ugly American, The	A1	U-I
• Under Age		AI
Under The Yum Yum Tree	A4	Col.
• Unsinkable Molly Brown, The		MGM

V

Vertigo—Re.	A2	Par.
• Vice And Virtue		MGM
Victors, The	A3	Col.
• Village Of Daughters		MGM
Violated Paradise		For.
• Visit, The		Fox
• Viva Las Vegas	B	MGM
V.I.P.'s, The	A3	MGM

W

Wacky Playboy, The		Misc.
Wall Of Noise	B	WB
Walleyed Nippon		For.
• War Is Hell	A2	AA
War Of The Buttons, The	C	For.
• Watch It, Sailor		Col.
Werewolf in a Girl's Dormitory	A2	Misc.
• What A Way To Go!		Fox
Wheeler Dealers, The	A2	MGM
• Where Love Has Gone		Par.
Who's Been Sleeping In My Bed	B	Par.
Who's Minding The Store?	A1	Par.
• Wild And Wonderful		U
Wild Is My Love		Misc.
Wives And Lovers	B	Par.
• Women Of Straw		UA
Woman Of The World	C	Emb.
• World Of Henry Orient, The		UA

X

X—The Man With The X-Ray Eyes	A2	A-I

Y

• Yank In Viet-nam, A		AA
Yellow Canary, The	A2	Fox
Yellowstone Cubs		BV
• Yesterday, Today And Tomorrow		Emb.
Young And The Brave	A1	MGM
• Young Girls Of Good Family		Emb.
• Youngblood Hawke		WB
• Young And Willing		U
Young Racers, The	A2	A-I
• Young Swingers, The	A1	Fox

Z

• Zulu		Emb.

6316 **THRILL OF IT ALL, THE**—C—108m.—(EC)—Doris Day, James Garner—5057 (6-12-63)—Highly amusing comedy

6317 **TRAITORS, THE**—MD—71m.—Patrick Allen, James Maxwell—5057 (6-12-63)—Suspense meller for supporting slot—English

6308 **UGLY AMERICAN, THE**—D-120m.—(EC)—Marlon Brando, Sandra Church—5035 (4-3-63)—High rating, topical drama

COMING FEATURES IN ORDER OF RELEASE

Feb. **HE RIDES TALL**—Tony Young, Dan Duryea

Feb. **MAN'S FAVORITE SPORT?**—(TC)—Rock Hudson, Paula Prentiss

COMING

BEDTIME STORY—(C)—Marlon Brando, David Niven, Shirley Jones

BRASS BOTTLE, THE—(EC)—Tony Randall, Burl Ives, Barbara Eden

BULLET FOR A BADMAN—(EC)—Audie Murphy, Darren McGavin, Ruta Lee

CHALK GARDEN, THE—(TC)—Hayley Mills, Deborah Kerr

DARK PURPOSE—(TC)—Shirley Jones, Rossano Brazzi

DREAM MAKER, THE—(C)—Tommy Steele—English-made

HIDE AND SEEK—Janet Munro, Curt Jurgens

I'D RATHER BE RICH—(C)—Sandra Dee, Robert Goulet

ISLAND OF THE BLUE DOLPHINS—(EC)—Celia Kaye, Jule Jayne

MARNIE—(TC)—Tippi Hedren, Sean Connery

NIGHTMARE—David Knight, Moira Redmond—English-made

SEND ME NO FLOWERS—Rock Hudson, Doris Day

STRANGE BEDFELLOWS—Rock Hudson, Gina Lollobrigida

WILD AND WONDERFUL—(C)—Tony Curtis, Christine Kautmann

YOUNG AND WILLING—Virginia Maskell, Paul Rogers—English-made

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

ACT ONE—CD-110m.—George Hamilton, Jason Robards, Jr.—5119 (12-18-63)—Very good comedy drama

AMERICA AMERICA—D-174m.—Stathis Giallelia—5121—(1-8-64)—Well-made, interesting drama—Filmed abroad

AUNTIE MAME—C-143m.—(TE; TC)—Rosalind Russell, Forrest Tucker—5074 (8-7-63)—Highly humorous entertainment—Reissue

263 **BLACK GOLD**—MD-98m.—Phillip Carey, Diane McBain—5050 (5-29-63)—Fairly interesting oil yarn

352 **CASTILIAN, THE**—D—103m.—(Panacolor; EC)—Caesar Romero, Alida Valli—5099 (10-9-63)—Colorful action adventure for program—Made in Spain

259 **CRITICS CHOICE**—C-100m.—(PV; TC)—Bob Hope, Lucille Ball—5035 (4-3-63)—Amusing comedy gets big 'name' boost

4 FOR TEXAS—CMD-124m.—(TC)—Frank Sinatra, Dean Martin, Anita Ekberg—5122 (1-8-64)—Western has angles for boxoffice action

257 **GIANT**—D-201m.—(WC)—Elizabeth Taylor, Rock Hudson James Dean—5017 (2-6-63)—A giant of a picture—Reissue

264 **ISLAND OF LOVE**—C-101m.—(PV; TC) Robert Preston, Georgia Moll—5039 (4-17-63)—Cute and colorful comedy

354 **MARY, MARY**—C-126m.—(TC)—Debbie Reynolds, Barry Nelson—5091 (9-11-63)—Amusing picturization of stage hit

355 **PALM SPRINGS WEEKEND**—CD-100m.—(TC)—Troy Donahue, Connie Stevens—5105 (11-6-63)—Program entry has angles for teens and others

266 **PT 109**—D-140m.—(PV; TC)—Cliff Robertson, Ty Hardin—5030 (3-20-63)—Excellent dramatization of President Kennedy's wartime experiences

353 **RAMPAGE**—D-98m.—(TC)—Robert Mitchum, Elsa Martinelli, Jack Hawkins—5078 (8-21-63)—Two men and a woman on safari is interesting drama

265 **SPENCER'S MOUNTAIN**—D-119m.—(PV; TC)—Henry Fonda, Maureen O'Hara—5026 (3-6-63)—Highly interesting drama for family trade

SUMMER PLACE—D-130m.—(TC)—Richard Egan, Dorothy McGuire—5074 (8-7-63)—Well-made tale of human emotions could gross big—Reissue

255 **TERM OF TRIAL**—D-113m.—Laurence Olivier, Simone Signoret—5015 (1-23-63)—Sensitive, well-acted drama—English

351 **WALL OF NOISE**—D-112m.—Ty Hardin, Suzanne Pleshette, Dorothy Provine—5078 (8-21-63)—Interesting romantic drama with horse race background

COMING FEATURES IN ORDER OF RELEASE

Jan. **MAN FROM GALVESTON, THE**—Jeffrey Hunter, Joanna Moore, Preston Foster

Feb. **DEAD RINGER**—Bette Davis, Karl Malden, Peter Lawtord

Mar. **INCREDIBLE MR. LIMPET, THE**—(TC)—Don Knotts, Carole Cook

COMING

CHEYENE AUTUMN—(Super-PV 70; C)—Edward G. Robinson, James Stewart, Carroll Baker

DISTANT TRUMPET, A—(PV; TC)—Troy Donahue, Suzanne Pleshette

DR. CRIPPEN—Donald Pleasence, James Robertson Justice

ENSIGN PULVER—(PV; TC)—Robert Walker, Burl Ives, Millie Perkins

FBI CODE 98—Jack Kelly, Peggy McCay

GREAT RACE, THE—(WS; C)—Burt Lancaster, Jack Lemmon

KISSES FOR MY PRESIDENT—Fred MacMurray, Polly Bergen

MY FAIR LADY—(Super Panavision 70; TC)—Rex Harrison, Audrey Hepburn

OUT-OF-TOWNERS, THE—Glenn Ford, Geraldine Page

ROBIN AND THE 7 HOODS—(PV; TC)—Frank Sinatra, Dean Martin, Sammy Davis, Jr., Bing Crosby

SEX AND THE SINGLE GIRL—(TC)—Tony Curtis, Natalie Wood, Henry Fonda

YOUNGBLOOD HAWKE—(TC)—James Franciscus, Suzanne Pleshette

MISCELLANEOUS

ALL OF ME—NOV.—73m.—(Partly EC)—Brenda DeNaut—5122 (1-8-64)—Nudie novelty has several angles—Brenner

BALCONY, THE—D-84m.—Shelley Winters, Peter Falk—5035 (4-3-63)—For adults only in the art spots—Continental

BATTLE OF THE WORLDS—MD-84m.—(C)—Claude Raines—5119 (12-18-63)—Fair science fiction meller—Topaz

BELL, BARE AND BEAUTIFUL—NOV—64m.—(EC)—Virginia Bell—5106 (11-6-63)—Nudie novelty has Bell name—Griffith

BEST OF CINERAMA, THE—COMP.-142m.—(TC; CR)— Best of past Cinerama efforts—5122 (1-8-64)—Cinerama

BUNNY YEAGER'S NUDE CAMERA—NOV.-60m.—(C)—Bunny Yeager and models—5018 (2-6-63)—Nudie novelty for exploitation spots—Cinema Syndicate

CORRIDORS OF BLOOD—MD-87m.—Boris Karloff—5053 (6-12-63)—Exploitable horror item—English—MGM through Independent Exchanges

CREATON OF THE HUMANOIDS, THE—MD—75m.—(EC)—Don Megowan, Erica Elliot—5099 (10-9-63)—For the lower half—Emerson Film Ent.

DAUGHTER OF THE SUN GOD—MD-75m.—(EC)—William Holmes, Lisa Montell—5103 (10-23-63)—Strictly for the duallers—Filmed in Peru—Herts-Lion Int.

GONE ARE THE DAYS—CD—97m.—Ruby Dee, Ossie Davis—5106 (11-6-63)—Satire on integration for limited market—Hammer Bros.

GREAT CARUSO, THE—DMU-109m.—(TC)—Mario Lanza, Ann Blythe—5013 (1-23-63)—High rating MGM reissue—Independent Exchanges

GREENWICH VILLAGE STORY—D-95m.—Robert Hogan, Melinda Plank—5066 (7-10-63)—Off-beat love story—Shawn Int.

HEAVENLY BODIES—NOV.-60m.—(EC)—Russ Meyer—5092 (9-11-63)—Nudie novelty for censor-free spots—Eve

MONSTROSITY—MD—67m.—Erica Peters, Frank Gerstle—5099 (10-9-63)—For the duallers—Emerson Film Ent.

NATURE'S SWEETHEARTS—NOV.-63m.—(EC)—Maria Stinger, Dick Powers—5074 (8-7-63)—Nudist film for adults—Ikay Beautiful Films

1000 SHAPES OF A FEMALE—NOV.—79m.—(EC)—Dan Craig, Faith Van Gilbert—5122 (1-8-64)—Artists and nude models at work in Greenwich Village—Cinema Syndicate

PAGAN ISLAND—D-60m.—Edwards Dew, Nani Maka—5018 (2-6-63)—Lower half programmer—Cinema Syndicate

PLAYGIRLS INTERNATIONAL—NOV. 70m.—(Techniscope; TC)—Produced and directed by Doris Wishman—5115 (12-4-63)—Fair Nudie Novelty—Westfield

PEEP SHOWS OF PARIS—BUR.-70m.—(EC)—Tempest Storm—5066 (7-10-63)—Fair filmed burlesque show—Pad

PROMISES, PROMISES—C—75m.—Jayne Mansfield, Tommy Noonan—5096 (9-25-63)—Comedy and cheesecake make for fun—NTD

SHOW BOAT—MUD-107m.—(TC)—Kathryn Grayson, Ava Gardner, Howard Keel—5014 (1-23-63)—High rating MGM reissue—Independent Exchanges

SOUND OF LAUGHTER, THE—COMP.—75m.—Narrated by Ed Wynn—5122 (1-8-64)—Comedy compilation from old films is moderately amusing—Union

STEAM HEAT—NOV.-68m.—(EC)—Brandy Long, Bill Teas—5066 (7-10-63)—Fair nudie girlie novelty for fast buck spots—Pad

TERRIFIED—MD-70m.—Rod Lauren, Steve Drexel, Tracy Olsen—5119 (12-18-63)—Teenage study in terror—Crown Int.

WILD IS MY LOVE—D-74m.—Paul Hampton, Elizabeth MacCraie—5018 (2-6-63)—For exploitation spots—Mishkin

WEREWOLF IN A GIRLS' DORMITORY (GHOUL IN SCHOOL, THE)—MD-84m.—Barbara Lass, Carl Schell—5056 (6-12-63)—Okay horror entry—MGM through Independent Exchanges

FOREIGN

DISTRIBUTED DURING THE PAST 12 MONTHS

ATOM AGE VAMPIRE—MD—87m.—Albert Lupo, Susanne Loret—5123 (1-8-64)—Okay horror entry—Italian-made; dubbed in English—Topaz

BILLY LIAR—D—96m.—Tom Courtenay, Julie Christie—5123 (1-8-64)—Import is treat for art, specialty spots—English—Continental Dist.

BUDDAH—D-134m—(TE; TC)—Kojiro Hongo—5066 (7-10-63)—Interesting entry for art spots—Japanese; English titles—Lopert

BURNING COURT, THE—MD-102m.—Nadja Tiller, Jean-Claude Brialy—5074 (8-7-63)—Fair import—French-made; dubbed in English—Trans-Lux

CHUSHINGURA—D—105m.—(C)—Koushiro Matsumoto, Yuzo Kayama—5106 (11-6-63)—Colorful entry for art spots—Japanese; English titles—Toho

CRY DOUBLE CROSS—MD-65m.—Hardy Kruger—5123 (1-8-64)—Actionful crime meller—German-made; dubbed in English—Atlantic Pictures

FRENCH GAME, THE—D-86m.—Francoise Brion, Jean-Louis Trintignant—5103 (10-23-63)—Moderately Interesting Import—French made; English titles—Atlantic

GIANT OF METROPOLIS, THE—MD—92m.—(C)—Gordon Mitchell—5123 (1-8-64)—Interesting science fiction melodrama—Italian-made; dubbed in English—Seven Arts

HEAD, THE—MD-95m.—Horst Frank, Karen Kernke—5063 (6-26-63)—Exploitable horror item—Filmed abroad; dubbed in English—Trans-Lux

HEAVENS ABOVE—C-105m.—Peter Sellers, Isabel Jeans—5067 (7-10-63)—Amusing Peter Sellers spoof—English—Janus

HOT MONEY GIRL—MD-81m.—Eddie Constantine, Dawn Addams—5103 (10-23-63)—Okay action programmer—German-made; spoken in English—United Producers Releasing Org.

HOUSEHOLDER, THE—CD-100m.—Shashi Kapoor—5103 (10-23-63)—Cute import for art spots—Indian-made; English language—Royal Films Int.

INVINCIBLE GLADIATOR, THE—MD—96m.—(Wide Screen)—Richard Harrison, Isabel Corey—5123 (1-8-64)—Action packed Italian spectacle—Italian-made; dubbed in English—Seven Arts

JULIE, THE REDHEAD—C—100m.—Pascale Petit, Daniel Gelin—5106 (11-6-63)—Amusing import—French made; English titles—Shawn Int.

LADIES WHO DO—C—85m.—Peggy Mount, Robert Morley—5123 (1-8-64)—Mildly amusing entry—English-made; Continental

LA POUPEE—D—90m.—(EC)—Zbigniew Cybulski, Sonne Teal—5096 (9-25-63)—Way-out satire on politics and people—French; English titles—Hakim

LORD OF THE FLIES—D-90m.—James Aubrey, Tom Chapin—5092 (9-11-63)—Skillfully made, but disturbing drama is decidedly off-beat—English-made—Continental

MARRIAGE OF FIGARO, THE—C-105m.—(EC)—Georges Descroeres, Yvonne Gaudeau—5069 (7-24-63)—Colorful entry for art spots—French; English titles—Union

MILL OF THE STONE WOMEN—MD-94m.—(TC)—Pierre Brice, Scilla Gabel—5104 (10-23-63)—Horror meller is okay dualler—Made in The Netherlands—Dubbed In English—Parade

MURIEL—D—115m.—(EC)—Delphine Seyrig, Jean-Baptiste Thieree—5106 (11-6-63)—Puzzling import strictly for art set—French; English titles—Lopert

MY HOBO—C-98m.—(Tohoscope; EC)—Keiji Kobayashi, Kideko Takamine—5069 (7-24-63)—Cute import—Japanese; English titles—Toho

MY LIFE TO LIVE—D—85m.—Anna Karina, Saddy Rebbot—5100 (10-9-63)—Fair Import—French made; English titles—Union

MY NAME IS IVAN—MD-94m.—Kolya Burlaiev—5067 (7-10-63)—Fair import of limited appeal—Russian; English tiles—Sig Shore

MY SON THE VAMPIRE—C-72m.—Bela Lugosi, Arthur Lucan—5120 (12-18-63)—Okay combination of slapstick and horror—English-made—Blue Chip Prod.

NAKED AUTUMN—D—98m.—(Dyaliscope)—Simone Signoret, Reginald Kernan—5115 (12-4-63)—Fair Import—French-made; English titles—UMPO

ORDERED TO LOVE—D-82m.—Maria Perschy, Joachim Hansen—5075 (8-7-63)—Exploitable program offering—German-made; dubbed in English—M.C. Dist.

PAIR OF BRIEFS, A—C—90m.—Michael Craig, Mary Peach—5106 (11-6-63)—Satisfactory English comedy laughs at lawyers—English—Davis

PIRATE AND THE SLAVE GIRL—MD—86m.—(Colorscope; Color)—Lex Barker, Chelo Alonso—5115 (12-4-63)—Costume meller has Lex Barker name—Italian-made; dubbed in English—Crest

PLAYGIRLS AND THE VAMPIRE, THE—MD-76m.—Lyla Rocco, Walter Brandi—5067 (7-10-63)—Okay horror meller—Italian; dubbed in English—Fanfare

PLEASE, NOT NOW!—C—74m.—Brigitte Bardot—5115 (12-4-63)—Saucy Bardot comedy in French style—French-made; dubbed in English—Int. Classics

RAGE OF THE BUCCANEERS—MD-90m.—(CS; EC)—Richarado Montalban, Vincent Price 5067 (7-10-63)—Good swashbuckler—Italian; dubbed in English—Colorama

RESURRECTION—D—148m.—Tamara Syomina, Yevgeni Matveyev—5107 (11-6-63)—Impressive rendition of Tolstoy novel—Russian; English titles; Artkino

RUN WITH THE DEVIL—D-93m.—Antonella Lualdi, Gerard Blain, Franco Fabrizi—5070 (7-24-63)—Interesting import—Italian; English titles—Jillo Films

SMALL WORLD OF SAMMY LEE, THE—D-105m.—Anthony Newley, Julia Foster—5092 (9-11-63)—Intriguing tale best suited for adult audiences—Seven Arts

SOUND OF TRUMPETS, THE—90m.—D—Loredana Detto, Sandro Panzeri—5107 (11-6-63)—Interest-filled Import—Italian; English titles—Janus

STEPPE, THE—D—100m.—(EC)—Charles Vanel, Christina Cajoni—5107 (11-6-63)—Good import for art spots—Italian made; English titles—Royal Films Int.

SUITOR, THE—C—83m.—Pierre Etaix, Karin Vesely—5107 (11-6-63)—Amusing import—French-made; English titles; Atlantic

SUNSWEPT—NOV-65m.—(EC)—Yannick—5120 (12-18-63)—Nudist novelty—English-made—American Int. Dist.

THIS SPORTING LIFE—D-129m.—Richard Harris, Rachael Roberts—5070 (7-24-63)—Fascinating character study on the unpleasant side—English—Continental

TIARA TAHITI—D—100m.—(EC)—James Mason, John Mills—5116 (12-4-63)—Fair program entry—English made—Zenith Int.

TIME OUT FOR LOVE—D-91m.—Jean Seberg, Micheline Presle, Maurice Ronet—5067 (7-10-63)—Fair import—French; English titles—Zenith Int.

THREE FABLES OF LOVE—C-76m.—Sylva Koscina, Anna Karina, Leslie Caron—5075 (8-7-63)—Fun-filled entry for art spots—Italo-French; English titles—Janus

TWO NIGHTS WITH CLEOPATRA—C—80m.—(C)—Sophia Loren, Alberto Sordi—5107 (11-6-63)—Farce has Loren name and little else—Italian; dubbed in English—Ultra

VIOLATED PARADISE—NOV.—64m.—(C)—Kazuko Mine—5070 (7-24-63)—Novelty for exploitation and art spots—Japanese narration—Victoria

WALLEYED NIPPON—C-90m.—(Tohoscope; C)—Akira Takarada, Yumi Shirakawa—5104 (10-23-63)—Cute entry of modern Japan and mixed-up romance—Japanese made; English titles—Toho

WAR OF THE BUTTONS, THE—CD—Jacques Dufilho, Yvette Etievant—5124 (1-8-64)—Amusing entry for art spots—French-made; English titles—Bronston

THESE THEATRE-TESTED FORMS AVAILABLE TO MOTION PICTURE EXHIBITOR SUBSCRIBERS!

DATE BOOK FORMS:
. . . Pocket-Size-6 ring (3¾ x 6¾ in.) Dated full year supply $1.00
. . . Large Size-3 ring (9 x 12 in.) Undated 52 pages .... .50

SERVICE-KIT SYSTEM:
. . . Large Size complete set of: Date Book forms, Availability and Playoff Worksheets, Performance Record and Cut-Off sheets, Booking Calendar, Other Dividers 1.30
. . . Availability and Playoff Worksheets (9 x 12 in.) 10 pages .... .10
. . . Performance record and Cut-Off Sheets (9 x 12 in.) 20 pages .... .25

BINDERS, Plain:
. . . For Pocket-Size Date Book-6 ring. Soft leatherette. 1.30
. . . For Service-Kit System, Reviews, Service-Section. Stiff leatherette. 1.50

ZIPPER CASE BINDERS, Leather:
. . . 3-Ring, genunine cowhide. Tax incl. 6.00

BOXOFFICE STATEMENTS:
. . . Regular theatre. Padded in 50's and punched (5½ x 9 in.). Per Pad .... .30
. . . Drive-in theatre. Padded in 50's and punched (5½ x 9 in.). Per Pad .... .30

PROGRAM AND RUNNING TIME SCHEDULES:
. . . For regular and drive-in theatres. Padded in 50's. Per Pad .... .30

BOOKKEEPING SYSTEM—Book:
. . . At-A-Glance (copyright) for regular and drive-in theatres. Annual record (9 x 12 in.) 1.75

BUSINESS ANALYSIS SPREADSHEETS:
. . . Drive-In theatres only. Large sheets (11 x 16 in.) Set of 13 sheets .... .55

PAYROLL FORMS:
. . . Weekly for regular and drive-in. Folding flap (8½ x 11 in.). Set of 52 sheets 1.30

EMPLOYEE EARNINGS RECORD CARDS:
. . . Annual card for each employee (8½ x 11 in.). All deductions. Set of 12 cards .40

PETTY CASH CONTROL SYSTEM:
. . . Voucher pads, numbered consecutively. (3 x 5 in.) Per Pad .... .30
. . . Weekly envelopes for filing full week's transactions. Set of 50 .... .65

SERVICE MANUALS FOR TRAINING:
. . . Separate sections on regular and drive-in employees. Each .10

EXHIBITOR BOOK SHOP

317 N. Broad St.
Philadelphia, Pa. 19107

FEATURE FILMS PRODUCTION NUMBERS and NATIONAL RELEASE DATES 1962-'63 and 1963-'64 SEASONS

(This is a listing of all production numbers and release dates, as made available by the companies on 1962-63 and 1963-64 product, accurate to time of publication.—Ed.)

Allied Artists

6302	Play It Cool	April
6303	Black Zoo	May
6304	55 Days At Peking	July
6305	Shock Corridor	Oct.
6306	The Gun Hawk	Oct.
6307	Cry of Battle	Oct.
	War Is Hell	Dec.
	Gun Fight At Comanche Creek	Nov.
	Year Of The Tiger	Nov.
	Soldier In The Rain	Dec.
	A Life In Danger	Feb.
	A Yank In Viet-Nam	Feb.
	Now It Can Be Told	March
	The Strangler	April

American-International

801	Dementia #13	June
802	The Mind Benders	April
803	Operation Bikini	March
804	The Terror	July
805	The Young Racers	May
806	California	March
807	Free, White And 21	March
808	Erik, The Conqueror	April
809	X-The Man With The X-Ray Eyes	Oct.
810	Beach Party	Aug.
812	Haunted Palace	Sept.
813	Summer Holiday	Oct.
814	The Graveside Story	Dec.
816	Pyro	Nov.
817	Goliath And The Sins Of Babylon	Dec.
	Samson And The Slave Queen	Dec.
818	Some People	Feb.
819	The Comedy Of Terrors	Jan.
820	Under Age	Feb.
	Commando	Feb.
	Torpedo Bay	Feb.

Buena Vista

134	Lady And The Tramp—RE	Oct.
135	Almost Angels	Oct.
136	In Search Of The Castaways	Dec.
140	Son Of Flubber	Feb.
141	Miracle Of The White Stallions	March
143	Savage Sam	July
144	Summer Magic	Aug.
	Fantasia—RE	Oct.
	20,000 Leagues Under The Sea—RE	Oct.
	The Incredible Journey	Nov.
	Sword In The Stone	Dec.

Columbia

703	The Interns	Aug.
704	3 Stooges In Orbit	Aug.
705	Damn The Defiant	Sept.
706	Best Of Enemies	Sept.
707	Ring-A-Ding Rhythm	Sept.
708	Requiem For A Heavyweight	Oct.
709	Two Tickets To Paris	Oct.
710	The Pirates Of Blood River	Nov.
711	We'll Bury You	Aug.
712	The War Lover	Nov.
713	Barrabas	Dec.
714	Lawrence Of Arabia	Jan.
715	Diamond Head	Feb.
718	The Man From The Diners' Club	April
719	Bye, Bye Birdie	April
721	Fury Of The Pagans	May
722	Jason And The Agronauts	June
001	13 Frightened Girls	July
002	Gidget Goes To Rome	Aug.
003	Just For Fun	Oct.
005	In The French Style	Sept.
006	3 Stooges Go Around The World In A Daze	Sept.
007	The Old Dark House	Oct.
008	Maniac	Oct.
009	The Running Man	Oct.
	Under The Yum Yum Tree	Nov.
	The Cardinal	Dec.
	Dr. Strangelove	Jan.
	Strait-Jacket	Jan.
	The Victors	Feb.

Embassy

Face In The Rain	March
The Bear	March
Passionate Thief	April
Aphrodite, Goddess Of Love	April
The Light Fantastic	April
Landru	May
Young Girls Of Good Family	June
The Three Penny Opera	Sept.
The Conjugal Bed	Sept.
A Ghost At Noon	Oct.
The Empty Canvas	Nov.

MGM

401	The Haunting	Sept.
402	V.I.P.'s	Sept.
403	Murder At The Gallop	
404	The Wheeler Dealers	Nov.
	Mutiny On The Bounty	
406	Hootenanny Hoot	Aug.
	Vice And Virtue	Sept.
409	Twilight Of Honor	Oct.
S421	Any Number Can Win	Feb.
	MGM's Big Parade Of Comedy	March
	Gladiator's Seven	Nov.
412	The Prize	Dec.
	Children Of The Damned	Jan.
	A Global Affair	Jan.
	Sunday In New York	Feb.
	Mail Order Bride	Feb.
	Of Human Bondage	March
	Seven Faces Of Dr. Lao	April
	Kissin' Cousin	April
	Tamahine	April
	Company Of Cowards	April
	Night Must Fall	April
	Rhino	May
	Golden Arrow	May
	Gladiators Seven	May
	Viva Las Vegas	June
	How The West Was Won	June
	The Unsinkable Molly Brown	July
	Looking For Love	July
	Honeymoon Hotel	Aug.
	Night Of The Iguana	Aug.

MGM Reissues

"THE WORLD HERITAGE" PICTURES

Group One

"David Cooperfield"—W. C. Fields	132m.
"Pride and Prejudice"—Laurence Olivier	116m.
'Captains Courageous"—Spencer Tracy	116m.
"Little Women"—Elizabeth Taylor	122m.

Group Two

"A Tale of Two Cities"—Ronald Colman	128m.
"Kim"—Errol Flynn	113m.
"Julius Caesar"—Marlon Brando	121m.
"The Good Earth"—Paul Muni	128m.

GOLDEN OPERETTA SERIES

Group One

Rudolph Friml's "Rose Marie"
Franz Lehar's "The Merry Window"
Johann Strauss' "The Great Waltz"
Victor Herbert's "Sweethearts"
Sigmund Romberg's "The Girl of the Golden West"

Group Two

Victor Herbert's "Naughty Marietta"
Sigmund Romberg's "The Student Prince"
Sigmund Romberg's "Maytime"
Lerner and Loew's "Brigadoon"
Rudolph Friml's "The Firefly"
Noel Coward's "Bittersweet"

Paramount

R6301	Don't Give Up The Ship—RE	Sept.
R6302	Rock-A-Bye Baby—RE	Sept.
6303	Wives And Lovers	Oct.
6304	A New Kind Of Love	Oct.
6305	Fun In Apaculo	Nov.
6306	Who's Minding The Store?	Dec.
6307	All The Way Home	Nov.
R6308	To Catch A Thief—RE	Oct.
R6309	Vertigo—RE	Oct.
6310	Who's Been Sleeping In My Bed?	Dec.
6318	Paris Pick-Up	Oct.
	Becket	April
	The Fall Of The Roman Empire	May
	Paris When It Sizzles	April
	Lady In A Cage	April
	Law Of The Lawless	May
	Son Of Captain Blood	May

20th-Fox

221	The Longest Day	July
301	Sodom And Gomorrah	Jan.
302	Marilyn	Sept.
303	The Young Guns Of Texas	Jan.
304	The Day Mars Invaded Earth	Jan.
305	The Lion	Feb.
306	The Robe—Re.	Feb.
307	Nine Hours To Rama	April
308	Thirty Years Of Fun	Feb.
309	The Stripper	June
311	The Leopard	Oct.
312	Condemned Of Altona	Sept.
320	A Farewell To Arms—Re.	Sept.
313	House Of The Damned	March
315	The Yellow Canary	May
316	Police Nurse	May
317	Harbor Lights	July
319	Of Love And Desire	Aug.
322	Lassie's Greatest Adventure	Sept.
	The Young Swingers	Sept.
323	Take Her, She's Mine	Nov.
326	Thunder Island	Oct.
	Move Over, Darling	Dec.

United Artists

6231	Love Is A Bell	March
6232	Sword Of The Conqueror	Sept.
6233	Pressure Point	Sept.
6236	Vampire And The Ballerina	
6301	Two For The See Saw	Feb.
6306	Five Miles To Midnight	Feb.
6307	Dr. No	May
6308	The Caretakers	Aug.
	Diary Of A Madman	Apirl
6309	Love Is A Bell	March
	Five Miles To Midnight	March
6311	I Could Go On Singing	April
6313	Isma La Douce	July
6314	Call Me Bwana	June
	The Great Escape	July
6316	Toys In The Attic	Aug.
6318	Twice Told Tales	Oct.
6319	Johnny Cool	Oct.
6320	My Son, The Hero	Oct.
6321	Lilies Of The Field	Sept.
6323	The Stolen Hours	Oct.
	Flight From Ashiya	
	Tom Jones	
	McClintock	Nov.
	Kings Of The Sun	Dec.

Universal

6301—	Freud: The Secret Passion	Jan.
6304	Forty Pounds Of Trouble	Feb.
6305	Mystery Submarine	Feb.
6306	To Kill A Mockingbird	March
6307	The Birds	April
6308	The Ugly American	April
6309	Paranoiac	May
6310	Showdown	May
6311	Tammy And The Doctor	June
6312	Lancelot And Guinevere (Sword Of Lancelot)	June
6313	A Gathering Of Eagles	July
6314	King Kong vs. Godzilla	July
6315	The List Of Adrian Messenger	May
6316	The Thrill Of It All	Aug.
6317	The Traitors	Aug.
6318	Kiss Of The Vampire	Sept.
6319	For Love Or Money	Oct.
6320	Dark Purpose	Dec.
	Charade	Jan.
	Young And Willing	Jan.
	Dream Maker, The	Feb.
	Man's Favorite Sport?	Feb
	The Gunhand	Feb.
	The Brass Bottle	Mar.
	Hide And Seek	Mar.

Warners

251	The Chapman Report	Oct.
252	What Ever Happened To Baby Jane	Nov.
253	Gay Purr-ee	Nov.
254	Gypsy	Dec.
255	Term Of Trial	Feb.
256	Days Of Wine And Roses	Feb.
257	Giant—Re.	March
259	Critic's Choice	April
260	Auntie Mame—Re.	May
261	A Summer Place—Re.	May
263	Black Gold	June
264	Island Of Love	June
265	Spencer's Mountain	July
266	PT 109	July
351	Wall Of Noise	Sept.
352	The Castillian	
353	Rampage	Oct.
354	Mary, Mary	Nov.
355	Palm Springs Week-End	Nov.
356	Four For Texas	Jan.
357	Dead Ringer	Feb.
358	America, America	Feb.

CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (Help and Situations Wanted advertising not accepted. See "A-Man" CORNER on this page.)

BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combinations. Can be used for KENO $3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

FORMS AND SYSTEMS

For the Best in THEATRE-TESTED and APPROVED FORMS and SYSTEMS . . . EXHIBITOR BOOK SHOP, 317 N. Broad St., Philadelphia, Pa. 19107.

SPEAKER CONES

DRIVE-IN THEATRE SPEAKER CONES BAD? Mail one to us for FREE service; no obligation. Guaranteed Weather-proof. WESTERN ELECTRONICS CO., 3311 Houston Avenue, Houston 9, Texas

THEATRES FOR SALE

LONG TERM LEASE in top money making area in New York City. For sale, inquire BOX 264, c o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY INC., 100 Taylor Street, Nashville 8, Tennessee.

USED EQUIPMENT

FOR SALE: 1 AC to DC Generator 70/140 amps, top condition. $100. Call NEW RINGGOLD, Pa. 717-943-2281.

WINDOW CARDS

WEEKLY THEATRE and drive-in cards, 100-14 x 22-$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you* are looking for a job . . . or IF you* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

***A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.**

MANAGER, long and varied experience in successful management of large and small theatres, deluxe and neighborhood. Married, sober, settled. Eastern states. **BOX C18, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

WANTED NOW! Experienced managers for new indoor theatres. Excellent opportunity in growing area of New York State. Give experience, references and salary desired. **BOX D18, c/o M. P. EXHIBITOR,, 317 N. Broad St., Phila., Pa. 19107.**

YOUNG MARRIED MAN, experienced in drive-in and indoor theatres, seeks employment in growing chain. Prefer indoor house. Now employed. **BOX A18, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

THEATRE MANAGER, 25 years same circuit N.Y.C., now living in North Bergen, wishes to relocate in Bergen County. References, sober, family man. **BOX B18, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

THEATRE MANAGER AVAILABLE, 42 years old, Must be a permanent job. 25 years experience all phases. Hard-working manager. **BOX B1225, c/o M. P. Exhibitor, 317 N. Broad St., Phila., Pa. 19107.**

NEEDED: Managers with indoor and drive-in experience. Excellent opportunity for aggressive showmen wanting permanent position with fast growing Midwest circuit. Send complete résumé, photo, and salary requirements. **BOX C1225, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

DISTRICT MANAGER, presently employed Washington, D. C. exchange area, would like better opportunity. **BOX D1225, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

MANAGER, 16 years with Century Theatres, now retired, wants position as assistant or relief manager. Highest references. **BEN MINDLIN, 83-20 98th St., Apt. 5-D, Woodhaven 21, L. I., N. Y. (1225)**

WANTED: MANAGER, age 28-37, promotion minded, for year-round deluxe drive-ins. Positions available in Cincinnati and Chicago. Starting salary $150 to 175. Send complete résumé. **BOX A115, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

PROJECTIONIST WANTED for eastern Carolina. Write full particulars, background, references, salary desired, to **BOX B115, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

MANAGER, age 33, fully experienced in advertising promotions and exploitation. Nine years experience in conventional and drive-in theatres. Available February 1st. Massachusetts or Connecticut area. **BOX C115, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

NO FANCY TALK. No miracle man. Just an honest, agressive, hard-working theatre manager available. Flair for advertising, over 15 years experience indoor-outdoor theatres. **BOX D115, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

EXPERIENCED, YOUNG Drive-In Manager and maintenance supervisor seeking chance to prove himself. Can supply excellent references from present employer. **BOX E18, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

I CAME, I saw, I was conquered! Aggressive professional manager wishes to relocate West Coast. 17 years first run experience, prefer art theatre, but will consider all. **BOX F18, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

SHOWMAN, 25 years experience all phases, 44; Roxy, Cinerama management; film company exploitation, Philadelphia, New York, New England, California, South. Will relocate. Excellent references, appearance. **BOX A1225, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107, or call Atlantic City 344-3511.**

Address all Correspondence to— **The A—MAN Corner** **{Motion Picture Exhibitor 317 N. Broad St., Phila., Pa. 19107**

HANDY SUBSCRIPTION BLANK

Yes, start sending

MOTION PICTURE

EXHIBITOR

plus

Showmen's Trade Review

TO:

Name ....

Title ....

Address ....

....

....

★

☐ Enclosed ☐ Or bill me

☐ $2.00 for one year

☐ $3.50 for two years

☐ $5.00 for three years

(Outside Western Hemisphere)

☐ $5.00 one year

☐ $8.00 two years

☐ $11.00 three years

CLIP and MAIL TODAY TO

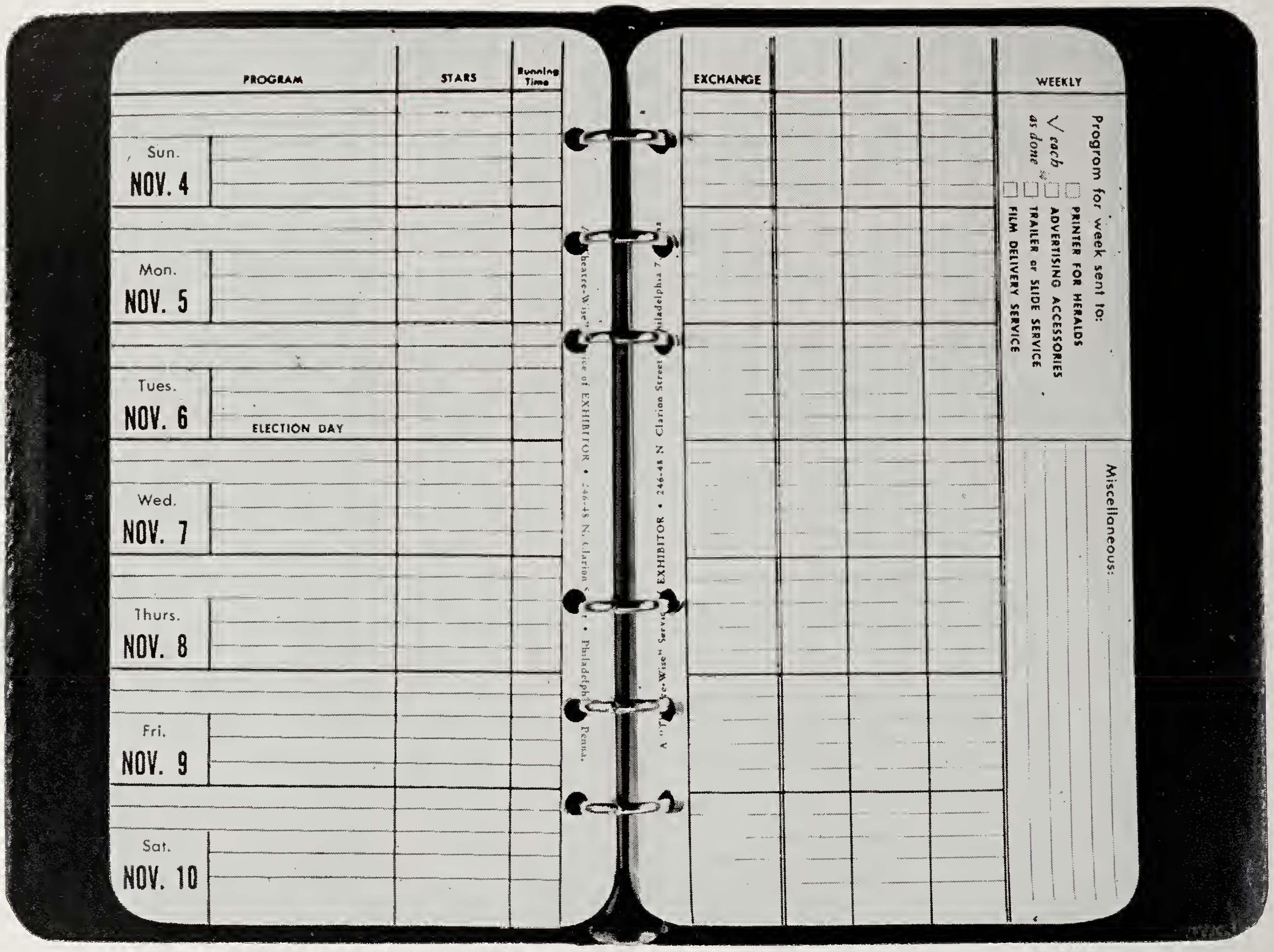
317 N. Broad St., Phila., Pa. 19107

AVAILABLE NOW!

The NEW 12 Month Set of Booking Sheets for the full fiscal year starting: JUNE 28, 1964

"Pocket-Size DATE BOOK"

Compiled into a full yearly set of dated sheets (120 pages) . . . Punched for a standard 6-ring binder . . . All holidays indicated . . . Ample space for clear records.


PROGRAM
STARS
Running Time
Sun.
NOV. 4
Mon.
NOV. 5
Tues.
NOV. 6
ELECTION DAY
Wed.
NOV. 7
Thurs.
NOV. 8
Fri.
NOV. 9
Sat.
NOV. 10
A "Theatre-Wise" Service of EXHIBITOR • 246-48 N. Clarion Street • Philadelphia 7, Penna.
EXCHANGE
WEEKLY
Program for week sent to:
√ each as done
☐ PRINTER FOR HERALDS
☐ ADVERTISING ACCESSORIES
☐ TRAILER or SLIDE SERVICE
☐ FILM DELIVERY SERVICE
Miscellaneous:

The above illustration is reduced from the actual sheet size of 3¾x6¾ each. Note the flat working surface.

PRICE: $1.00 per yearly set of sheets, without binder
(Including Postage)

"Pocket-Size" BINDER

A black, flexible leatherette binder equipped with 6-rings and thumb-tip closure, designed to hold a one-year supply of "Pocket-Size" DATE BOOK FORMS. Has inside pocket for the safe-keeping of loose papers.

PRICE: $1.30

Large-Size DATE BOOK

Undated forms, 3 hole-punched (9 x 12 inches), excellent for office use and adaptable for more than one theatre booking!

PRICE: $.50 for 52 Pages

Large-Size BINDER

A big, stiff backed, imitation leather binder equipped with 3-ring holder designed for the large-size date-book forms and a full year of Pink Review Sections as published separately by M. P. EXHIBITOR.

PRICE: $1.50

FISCAL YEAR (July-June) "Pocket-Size" DATE BOOKS HAVE BEEN PRODUCED, WAREHOUSED, AND SOLD AT COST ONLY TO OUR SUBSCRIBERS AS A PLUS-SERVICE, FOR OVER 15 YEARS!

Order Your Date-Book NOW!

If you are not presently receiving MOTION PICTURE EXHIBITOR, use order form on reverse side of page.

MOTION PICTURE EXHIBITOR

JANUARY 22, 1964 Volume 71 Number 2

IN THREE SECTIONS • THIS IS SECTION ONE

Allied Asks Voice In Distrib Changes

(See page 6)

N.Y. Exhibitors Face Wage Hike

(See page 7)

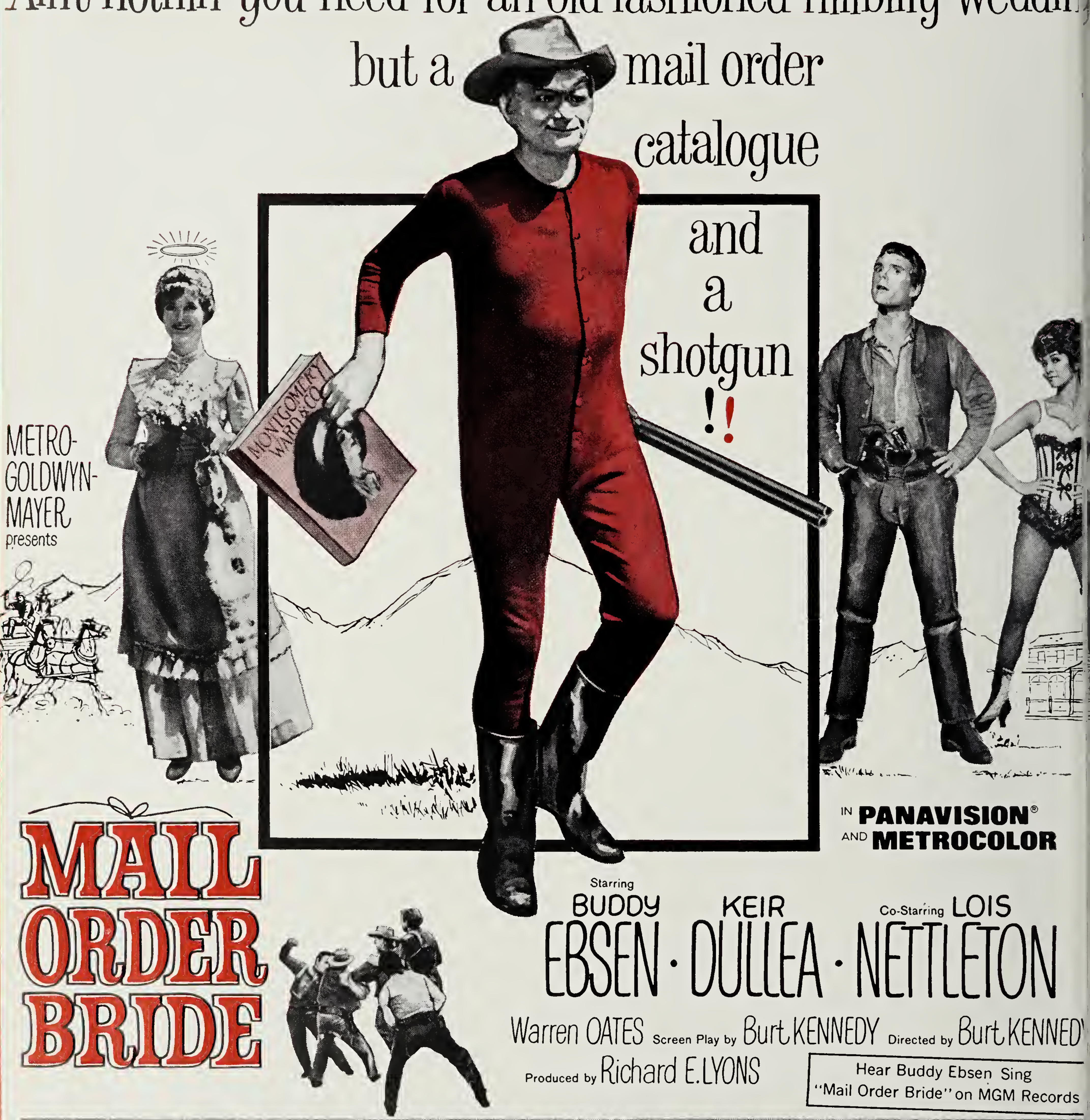
Adolph Zukor, board chairman of Paramount Pictures, and still an active and enthusiastic member of the motion picture industry, celebrated his 91st birthday recently, and MOTION PICTURE EXHIBITOR adds its congratulations to the host of good wishes he received.

DIALOGUE WITH THE CATHOLIC PRESS . . . *see editorial—page 3*

THERE'S GOLD IN THEM THAR HILLBILLIE

Ain't nothin' you need for an old-fashioned hillbilly weddin

but a mail order catalogue and a shotgun !!


MONTGOMERY WARD & CO.

METRO-GOLDWYN-MAYER
presents

MAIL ORDER BRIDE

IN **PANAVISION®**
AND **METROCOLOR**

Starring
BUDDY EBSEN · KEIR DULLEA · Co-Starring LOIS NETTLETON

Warren OATES Screen Play by Burt KENNEDY Directed by Burt KENNED

Produced by Richard E. LYONS

Hear Buddy Ebsen Sing
"Mail Order Bride" on MGM Records

VERY SPECIAL DELIVERY FOR FEBRUARY

M-G-M IS ON THE MOVE!

The Trade Paper Read by Choice—Not by Chance

Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 109 Market Place, Baltimore, Md. 21202. New York field office: 1600 Broadway, Suite 604, New York 10019, West Coast field office: William M. Schary, 818 S. Curson Ave., Los Angeles, Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.: Albert Erlick, editor; George Frees Nonamaker, feature editor; Mel Konecoff, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscriptions: $2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, $5 per year (50 issues). Special rates for two and three years on application. Single copy 25¢. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WAlnut 2-1860.

MEMBER AUDIT BUREAU OF CIRCULATIONS

MOTION PICTURE EXHIBITOR

Volume 71 • No. 2

JANUARY 22, 1964

DIALOGUE WITH THE CATHOLIC PRESS

For the past several years, we at MOTION PICTURE EXHIBITOR have been engaged in what we consider to be a healthy dialogue about motion pictures with the Catholic press. We receive and read carefully many Catholic papers each week, and we are happy to see that our publication is read with equal care by Catholic columnists.

Amusements columnist Lorraine Strickland, writing in the Catholic New Orleans Clarion Herald, is the latest writer in the Catholic press to devote a column to a MOTION PICTURE EXHIBITOR editorial. She takes exception to an editorial in our Nov. 13, 1963, issue (FIGHTING ON THE WRONG FRONT), wherein we questioned Msgr. Little's justification in blaming exhibition generally for fast-buck films in an address to the TOA convention. She also refers to another editorial, MSGR. LITTLE, IS THERE AN ANSWER?, in the Dec. 4 issue. Here we made the point that moralists have an obligation to support the worthwhile if they really want to see an end to screen trash.

Miss Strickland asks in her column, *"Who is the culprit responsible for indecent films? Somebody, somewhere in this wide world of ours, is to blame."* She disagrees with our contention that the public must share the blame for indecent films because they talk morality and stay away from decent films, and condemn indecent films while theatres playing trash are filled to capacity.

We don't mind the fact that Miss Strickland disagrees with us. In fact, it would be a really dull world if we all shared the same opinions. However, we do want our position clarified as well. To begin with, it is not as easy to place the blame for indecent movies as Miss Strickland seems to think. Anyone with a 35 mm camera (which can be bought or rented, borrowed or stolen) can become a film-maker. Anyone who doesn't mind taking her clothes off in public can star in a nudie film. Slap a sexy title on it, and you have a feature that can be peddled to a host of flea-bag theatres around the country that specialize in such trash. Who is to blame, Miss Strickland? The motion picture industry as such had nothing whatever to do with the production, distribution, or exhibition of this piece of filth, but the public will see the situation as another example of movie immorality. That is what we mean when we say that the film industry as such should not be blamed for the majority of junk films.

As far as film advertising is concerned, the bulk of industry advertising is passed on by an Ad Code Administration that is one of the more successful examples of self-regulation anywhere. Perhaps advertising is not as inoffensive as the Catholic church might like, but it is nowhere near the moral menace that some critics would have us believe.

With all due respect to the Catholic press, we still say that there is plenty of good family entertainment on screens everywhere that deserves the support of the public. When the positive values of available films make as many headlines in the Catholic press as the negative effects of the trash available, then we will have taken a giant step forward in the quest for better entertainment.

It should be noted that "LILIES OF THE FIELD," a prize-winning film praised by every critic, Catholic and Protestant and Jewish, is not doing the business it should at the boxoffice. Also coming up is "ONE MAN'S WAY," the inspiring story of Dr. Norman Vincent Peale. Again, we wonder about its boxoffice fate. Where is the public for good entertainment?

Miss Strickland and MOTION PICTURE EXHIBITOR really have no quarrel. We are both for good film entertainment. We agree with Miss Strickland that someone somewhere is responsible for indecent films. We just don't agree in what direction to point the accusatory finger.

"HE THAT DIGGETH A PIT—SHALL FALL INTO IT"

There is a saying, "A leopard can not change his spots." That may be true—for leopards. It certainly does not apply to human beings, especially when they switch their position from exhibitor to distributor, and vice versa. You want proof? It's our pleasure.

One good natured chap who shall remain nameless for the time being was a well known and highly respected exhibitor not too long ago. Then he changed his spots and became a distributor.

The anguish caused by this switch and the blood that has been spilled (exhibitors', that is) are just unbelievable.

When this good natured and respected individual was in exhibition, the record shows that he was "buying" (yes, we said buying) film for a circuit. He was paying the munificent sum of from as low as eight per cent to as high as 20 per cent for top grade product, which cost his competitors 30 per cent and higher. In fairness, we must admit that "some" features cost him more than 20 per cent. However, to offset this extravagance, he was permitted to hold over such a film for a fishcake. In some instances, there was no charge at all for the holdover, and how many exhibitors do you know who could swing this sort of deal?

Times have changed, and our friend is now a distributor. Now his problem is to protect his producers and distributors, forgetting entirely his thinking as an exhibitor.

There will be some who read this who will doubt some of the facts and figures. Therefore, we offer the following arrangement to anyone desiring to challenge their authenticity:

MOTION PICTURE EXHIBITOR is willing to put up $5,000 against a similar sum put up by anyone who thinks the above statements are false, with the winnings of whoever is proved correct to be donated to the Will Rogers Memorial Hospital.

We will divulge names, theatres, films, dates, and grosses —not just idle conversation.

To make mistakes is human—to repeat mistakes is plain stupid. Industry abuses such as this have theatremen thinking about taking problems to the Justice Department or the courts. Perhaps the only answer is to fight fire with fire.

"STRAIT-JACKE

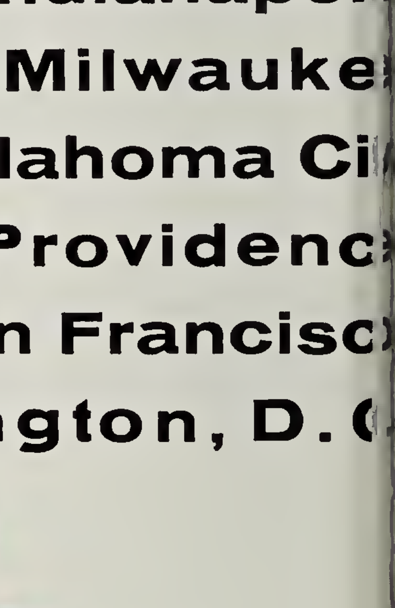
SENSATIONAL

SLASHES TO SMASH OPENINGS I

Baltimore • Boston • Bridgeport • Buffalo • Charlotte • Cincinna
Columbus, Ohio • Dallas • Ft. Worth • Houston • Indianapoli
Jacksonville • Kansas City • Los Angeles • Milwauke
Minneapolis • New Haven • New Orleans • Oklahoma Ci
Pittsburgh • Philadelphia • Portland, Ore. • Providenc
Rochester • Salt Lake City • San Antonio • San Francisc
St. Louis • St. Paul • Syracuse • Washington, D.

NOW WATCH THE WHOLE COUNTRY
GO MAD OVER... STRAIT-JACKET

starring
JOAN CRAWFORD



A WILLIAM CASTLE PRODUCTION . . . . FROM COLUMB

NEWS CAPSULES

FILM FAMILY ALBUM

Obituaries

Leo Benuch, 52, Hong Kong manager for 20th-Fox since 1947, died there. A Russian emigre, he joined Fox in January, 1935, and spent his entire career with the company in its Hong Kong office.

David Berk, 71, president of Berk, Berk, and Warwick, theatrical real estate brokers, successors to Berk and Krumgold, died after a long illness. He was in the theatrical real estate business for 50 years. He is survived by a son and a daughter.

Jack Diamond, 54, director of international publicity at the Universal studio since 1955, died of a heart attack in Hollywood. He is survived by his widow, two daughters, and a brother. He was a native of Chicago and worked on the Chicago Daily News and the United Press in New York.

Sinatra Office Bldg.

BURBANK — A $500,000 Frank Sinatra Building will be constructed at the Warner Bros. Studios here to serve as headquarters for all Sinatra's business activities.

Jack L. Warner, president of Warner Bros., joined Sinatra, Warner Bros. vice-president Steve Trilling and Sinatra Enterprises vice-president Howard W. Koch at ground-breaking ceremonies for the structure, which will be located adjacent to the studio's main administration building on Warner Boulevard. Plans for the building were drawn immediately following Sinatra's appointment as special assistant to the president of Warner Bros.

Steen To TOA Post

NEW YORK—Al Steen has been appointed director of public relations for Theatre Owners of America. He resigned as eastern editor of Boxoffice Magazine to accept the post.

Steen has spent most of his business career in the motion picture trade paper field. He was associate editor of The Film Daily for nine years, and was with the Hollywood Reporter and Quigley Publications in the editorial department as news editor.

Para. Votes Dividend

NEW YORK — The board of directors of Paramount Pictures Corporation voted a quarterly dividend of 50 cents per share on the common stock payable March 9 to holders of record Feb. 24.

FORMS FOR THIS PAGE CLOSED AT 5 P.M., ON MON., JAN. 20

Carl Foreman, writer-producer-director of Columbia's "The Victors," recently met Sweden's King Gustav-Adolph IV, right, at the royal premiere of the film in Stockholm for the benefit of the Swedish Red Cross.

Levine And Paramount In Pact For Four More

NEW YORK—Joseph E. Levine and Paramount Pictures, extending a previous association, entered into a new agreement for production of four films budgeted at over $15 million, it was announced.

Negotiations were concluded in Hollywood by Levine and Paramount executives Barney Balaban, president; George Weltner, executive vice-president; and Jack Karp, vice-president in charge of Paramount Studios.

The new arrangement brings the total number of films involved to eight, budgeted at more than $30,000,000. The films for '64 release, represent the largest number of pictures an individual producer has committed to a major company within a 15-month period.

The four new films are: "Imperial Woman," based on the best-selling novel by Pearl Buck, Nobel Prize-winning author, which will be produced on Far East locations in wide-screen and color under a $10,000,000 budget as a roadshow presentation; "The Sands of Kalahari," based on the Putnam Award-winning novel by William Mulvihill. The adventure-drama about the survivors of a plane crash in the treacherous Kalahari Desert, will be filmed in color on location in Africa.

Also, "A House Is Not A Home," being produced by Clarence Green and Russell Rouse, and directed by Greene, based on the memoirs of Polly Adler. Also "The Idol," based on an original story by Ugo Liberatore, a drama of a youth, disillusioned by the man he regards as his hero.

Parsons, Jr., To MGM

HOLLYWOOD—Lindsley Parsons, Jr., has been appointed assistant to Ed Morey, executive production manager at Metro-Goldwyn-Mayer studios. Parsons formerly was production manager at Daystar Studios.

BROADWAY GROSSES

Holdovers Set Average Pace

NEW YORK—In an all hold-over week, business was average in the Broadway first-runs.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"4 FOR TEXAS" (Warners). Paramount claimed the fourth week was $18,000.

"CHARADE" (U). Radio City Music Hall, with usual stage show, did $81,000 from Thursday through Sunday, with the seventh and final week sure of $110,000.

"THE CARDINAL" (Columbia). DeMille had $35,000 for the sixth week.

"BEST OF CINERAMA" (Cinerama). Loew's Cinerama reported $13,000 for the fourth week.

"IT'S A MAD, MAD, MAD, MAD WORLD" (UA-Cinerama). Warner Cinerama announced $31,600 for the ninth week.

"MOVE OVER, DARLING" (20th-Fox). Astor had a $10,000 fourth week.

"WHO'S BEEN SLEEPING IN MY BED?" (Paramount). Victoria stated the fourth week was $9,000.

"THE VICTORS" (Columbia). Criterion did $20,000 on the fifth week.

"CLEOPATRA" (20th-Fox). Rivoli claimed $15,000 for the 28th week.

"THE SWORD IN THE STONE" (Buena Vista). RKO Palace garnered $11,000 on the fourth and final week.

"LOVE WITH THE PROPER STRANGER" (Paramount). Loew's State reported $28,000 for the fourth week.

NEW LIFE FOR "CLEO"

In certain areas, 20th-Fox has switched its "Cleopatra" showings from hard ticket to two-a-day, first-come-first-served, with a corresponding price reduction. Reports reaching us from such respected exhibition spokesmen as Trans-Lux's Dick Brandt and Stanley Warner's Frank Damis indicate that the new change has pumped new life into the Fox blockbuster.

It has long been our contention that the public prefers to see a film when it has the urge to do so, rather than to buy reserved seats in advance. Years ago, people knew that a hard-ticket attraction would be taken out of release for a year or so before being made available on a regular-run basis. This gave greater stature to the reserved seat engagement. Today, however, the patron knows that as soon as the first wave of hard-ticket engagements has been completed, he will be able to see the film at a considerable saving. Why rush, they ask, and the reserved seat policy suffers.

While "Cleo" will continue to play hard-ticket in many situations, with further reserved seat engagements planned, the new policy and the public reaction to it is evidence that its grossing potential will be exploited to the fullest by 20th-Fox management.

JAY EMANUEL

Allied Optimistic With Big IF

Directors Say Distribs Should Consult Exhibs Before Changing Policies; No Buying Plan Evolved

MIAMI BEACH—The Allied States board of directors' three-day meeting at the Hotel Fontainbleau here was conducted in an upbeat, optimistic atmosphere. Said president Jack Armstrong:

"We directors expressed confidence that the industry has entered an expanding, prosperous era if present chaotic practices and destructive conditions in the distribution of film can be overcome.

"Allied recognizes the desire and need of film companies to develop new methods of distribution. However, the object of such changes should be improvement which would make for a healthier industry. We feel exhibitors should be consulted before new methods and conditions are imposed on the industry in order to make certain that the changes will not prove destructive.

"Allied stands willing and anxious to help and assist in every way possible to bring about improvement in systems of distribution. It recognizes that any method of distribution must be profitable to film producers and distributors. By the same token, producers and distributors should recognize that any system of distribution is wrong which results in destruction of theatre investment.

"Every one in the motion picture industry must recognize that the public interest is paramount."

Other items on the busy agenda were:

The board took note it was "shocked and saddened" by the passing of Sidney Stern, who was past president of New Jersey Allied, was an Allied leader, and "a personal friend of all Allied directors."

Passed a resolution commending "Life" publisher C. B. Jackson for the recent movie edition of "Life."

Issued a resolution which stated: "Whereas William Infald has conscientiously given of his time and abilities in serving as president of Allied Theatre Owners of New Jersey, Inc., and as a leader in the affairs of National Allied, and whereas he is now temporarily incapacitated by illness, now therefore be it resolved by the board of directors . . . that William Infald be commended for his services to his fellow exhibitors and the motion picture industry and be it further resolved that the directors take this means of expressing their sincere wishes to William Infald for his speedy recovery."

William M. Wetsman, vice-president of Allied and convention chairman for 1964, reported on the progress and plans for the program at the gathering Oct. 19-22 at the Sheraton Cadillac Hotel in Detroit. He said expectations are attendance will top the record-breaking 1963 convention. 1965 has been awarded to Pittsburgh; 1966 to Buffalo; and Milwaukee under the Wisconsin Allied aegis for 1967. For 1968, bids have been received from the Independent Theatre Owners of Ohio, for Cincinnati, and from North Central and Iowa-Nebraska Allieds, jointly, for Minneapolis.

There was much discussion on the spreading abuse of 16mm distribution. Reports are being received from all over. Times, places, and length of showings represented turn out to be merely a means of procuring the narrow film which is in contractual violation and in illegal competition with theatres via advertising and showing to the general public. The problem has become so widespread and serious that neither producer nor exhibitor associations, swamped with complaints, can cope with it. Armstrong and other leaders were instructed to call personally on the presidents of film companies to police and enforce contracts of 16mm distributors.

Reports were heard on the anti-pay tv reports from California and elsewhere. No action was taken since Allied has already made its supporting stand evident, taken action, and is taking further action in meetings around the country.

Discussed impending classification legislation in New York. This, in New York and elsewhere, it was felt, should be handled by the strong Allied units, which, familiar with their own scenes and people, could handle matters more effectively on the local levels.

Board meetings for the balance of 1964 were slated for Pittsburgh in May, Milwaukee in September, and Detroit in October.

Thus far, it was revealed, no acceptable industry film-buying plan has been evolved, but officers and executive committee are continuing study.

Discussing program activities for the 1964 Variety Clubs International convention to be held in Buffalo, N. Y., June 30 through July 2 are James Hayes and Michael Ellis, Jr., co-chairmen; and George C. Hoover, executive director.

SW Zone Heads Meet

NEW YORK—Stanley Warner home office officials completed their survey of individual zones last week.

Harry M. Kalmine, vice-president and general manager of the theatres, conducted the meetings with participation by S. H. Fabian, president; Samuel Rosen, executive vice-president; Nat Lapkin, first vice-president; W. Stewart McDonald, vice-president and treasurer; Nat D. Fellman, assistant to general manager; Jack Yellin, head of concessions; Arthur Rosen, assistant to Lapkin; Bernard Rosenzweig, head of real estate; and Philip Harling, assistant to Fabian.

Zone managers attending were Albert H. Reynolds, Texas; Harry Feinstein, Pittsburgh; Herb Copelan, west coast; and Henry Burger, mid-west.

Variety Membership Up; Regional Meetings Held

NEW YORK—Variety Clubs International held its regional winter meeting at the Essex House.

The meeting was chiefly concerned with acquainting the newly elected chief barkers of Variety's eastern region with the duties of their new office.

Among the topics discussed were the publicity plans for Variety Week, which will be celebrated throughout the United States from Feb. 9 to 15, and the 1964 Variety convention, which will be held June 29 to July 1 in Buffalo.

Also discussed was the current Variety membership drive which started last November and will continue into 1964.

"We are pleased to report that because of the efforts on the part of the individual Tents, Variety may well achieve a membership increase of 25 per cent over last year," said Rotus Harvey, Variety's international chief barker, who presided over the meeting.

According to Harvey, this increase is resulting from not only new members in the movie industry, but also in other areas of the amusement field.

Other international officers who attended the New York regional meeting included James Carreras, first assistant international chief barker, London, England; George Hoover, executive director, South Miami, Fla.; Nat Nathanson, international representative, New York; Harry Kodinsky, international representative, Pittsburgh; and David A. Weiss, Variety Week publicity chairman, New York.

Those who attended from Variety's eastern region were Edward Redstone and William S. Koster, Boston; Adrian Ettelson, Albany; Harold W. Gray, Pittsburgh; Charles A. Alicoate and Charles A. Smakwitz, New York; Sam Leavitt, Cleveland; Al Landay, Baltimore, Md.; and Robert R. Hall, Toronto, Canada.

Regional meetings were also planned in Chicago and Memphis.

IFIDA Draws Celebrities

NEW YORK—A host of celebrities from films, theatre, television, and opera were to participate in and grace the dias at the International film awards dinner-dance of the Independent Film Importers and Distributors of America, according to Dan Frankel, dinner chairman.

In addition to Theodore Bikel, who was to serve as toastmaster, the following stars were to appear: Red Buttons, Keir Dullea, Stathis Gialellis, Genevieve, Hermione Gingold, Oscar Homolka, Viveca Lindfors, Dina Merrill, Karen Morrow, Roddy McDowall, Jeanette Scovotti, Kim Stanley, and Joan Tetsel.

The gala was to take place in the Imperial Ballroom of the Hotel Americana last night (Jan. 21) at which time major awards were to be presented to "8 1/2" as the Joseph Burstyn Award winner for best foreign language film, and "Tom Jones" as best foreign film in the English language.

Cinerama Plans Expansion Into Drive-In-Exhibition

NEW YORK—In a letter to Cinerama, Inc., stockholders, the film company's new president, William R. Forman, announced several new developments, including additional corporate financing; Cinerama's entry into drive-ins; and negotiations on its Telcan home video tape recorder.

Forman, who became president and chief executive officer of Cinerama on Dec. 22, 1963, stated that he firmly believes in the future of the company, and he was aware that additional financing is needed to fulfill its exciting potential. "Steps have already been initiated for additional monies being made available to your company," he said, "and these sums will be utilized in the most useful fashion by our new management to further the company's expansion program.

"I have already taken steps to accelerate the development of a suitable drive-in screen and drive-in projection equipment in order to have our Cinerama films exhibited in drive-in theatres throughout the U. S. and wherever else they exist. The success of this program should result in a substantial increase in our exhibition outlets in this country and elsewhere."

Forman revealed that Cinerama has been demonstrating its Telcan home video tape recorder to several major appliance, recording, and tape manufacturers who have expressed great interest in seeing it. He noted, "We are negotiating an agreement with a major international concern for the manufacture and marketing of this revolutionary innovation in the field of communication."

Referring to film production, Forman went on, "Many of the major film producing companies have offered productions to us, and we are now initiating a number of these projects." He revealed he is now going to London, where Cinerama's production of "The Golden Head" is undergoing final cutting, scoring, and editing.

Film Board Honors Cohn

NEW YORK—The New York Film Board of Trade passed a resolution of profound sorrow at the loss of the late Nat Cohn, twice president and its oldest member. A sculptured relief of his head will be made to commemorate his long activity with the N. Y. Film Board of Trade.

TOA, Allied Meet Brings Cooperation, Not Merger

MIAMI BEACH, FLA.—Representatives of Allied States and Theatre Owners of America held a joint meeting here and explored the possibility of a merger.

In a joint statement issued by president John H. Rowley, TOA, and president Jack Armstrong, Allied States, it was said: "We engaged in a frank and friendly exchange of views which were most productive and fruitful. As a result of this meeting, we will both work even closer on many industry problems."

Representing TOA were Rowley, John H. Stembler, Mitchell Wolfson, George G. Kerasotes, Myron N. Bank, David Wallerstein, and Joseph G. Alterman.

Representing Allied were Armstrong, Ben Marcus, Marshall Fine, Wilbur Snaper, Irving Dollinger, and Milton London.

Churches Back Peale Film

NEW YORK—The National Council of the Churches of Christ has issued a strong recommendation for "One Man's Way," the new Frank Ross motion picture about Norman Vincent Peale.

In a letter to executives of the NCC, S. Franklin Mack, executive director of the Council's broadcasting and film commission, wrote: "I personally found the film to be excellent, and, at many points a deeply moving portrayal of one man's ministry."

Mack went on to urge NCC church leaders to see "One Man's Way." He pointed out that following a special preview of the film, which stars Don Murray as Norman Vincent Peale, it was decided that the broadcasting and film commission should encourage Councils of Churches to cooperate with the distributor (United Artists) in setting up local ministerial previews.

Furthermore, those who attended the preview were asked to recommend the film to their friends.

Salah M. Hassanein, president, Skouras Theatres Corporation, second from right, recently welcomed John Weinish, Columbia; Nat Rosen, 20th-Fox; and Sol Trauner, Columbia, at the opening of the new Wayne, Preakness Shopping Plaza, Wayne Township, N. J.

N.Y. Theatres Threatened With New Hikes In Minimum Wage Discussions

ALBANY—Motion picture theatre owners and leaseees in New York State may not only be required to pay a $1.25 hourly minimum wage on April 1, instead of Oct. 15, 1964, but also to meet a $1.50 scale in the not too distant future.

The first eventuality will be realized if the Legislature passes and Governor Nelson A. Rockefeller signs, a bill introduced on recommendation of the Joint Committee on Industrial and Labor Conditions, to advance by six months the date for hiking the present $1.15 an hour minimum.

The second will probably come about if a special committee to be appointed by the chief executive for a review of "the effect of an increase of the state minimum wage to $1.50 an hour," recommends such a step. Governor Rockefeller, in his annual message to the Legislature, took seven paragraphs to discuss "Minimum Wage."

Observing that "an increased state minimum wage is one to which I have given much thought," Rockefeller continued, "New Yorkers are proud that we enacted the state's first statewide minimum wage law in 1960 and increased the statutory minimum wage in 1962." A $1 hourly rate initially was recommended by the Governor, and enacted by the Legislature. Two years ago, Gov. Rockefeller suggested the minimum wage law be amended to provide a $1.15 scale, effective Oct. 15, 1962, and a $1.25 wage on Oct. 15, 1964.

Metropolitan Motion Picture Theatre Owners Association, supported by Motion Picture Association of America, requested an exemption for film house workers. Finally, a bill for this specific goal was introduced, but died in Committee. The Jerry-Amann Act was overwhelmingly approved by both Houses, and was signed by Gov. Rockefeller—with a lengthy memorandum of comment, explanation, and statistics.

Next, exhibitors formed a New York State Theatre Owners Minimum Wage Committee, which appealed to the nine-member Minimum Wage Commission for an exception covering ushers, cashiers, and doormen. Emmanuel Frisch, MMPTA executive and committee co-chairman, presented arguments and figures at a public hearing before the Commission in New York City, supporting the appeal for exemption. He cited the reduction in number of employees, especially ushers, following enactment of the 1960 minimum wage statute. Likewise, totals on film theatres closed in this state during the intervening period.

Frisch warned that further cuts in employee rosters and probable additional darkenings, especially of "marginal-operation theatres," would follow, should an increase in minimum scale be required. He suggested that ushers under 22 be paid 80 cents hourly; cashiers and doormen (many, particularly of the latter, drawing social security or pensions), $1 an hour.

At a second public hearing in Syracuse, Albany attorney Leonard L. Rosenthal, officer of New York State Allied Theatre Owners and a committee co-chairman, stressed that "small town theatres are a link with the outside world."

The Commission denied the plea, in a finding that motion pictures and motion picture theatres had suffered from "competition" by other media and expanded recreation facilities.

MGM Reports Financial Turnabout; All Company Divisions Profitable

NEW YORK—Metro-Goldwyn-Mayer, Inc., reported a return to profitable operations with a profit of $685,000 or 26 cents per share for the 12 weeks ended Nov. 21, the first quarter of the current fiscal year, as compared with a loss of $2,366,000 or 92 cents per share for the same period of the preceding year.

Metro-Goldwyn-Mayer president Robert H. O'Brien, in his letter to stockholders, stated, "These earnings reflect a highly favorable turnaround in our operations. All divisions of the company operated at a profit and ran well ahead of last year in revenues and earnings."

In addition, O'Brien reported that the general financial condition of the company was greatly strengthened through the reduction of short term loans by $15,841,000. The reduction was provided principally by a refund of prior year's income taxes. The loss suffered in the fiscal year ended Aug. 31, 1963, afforded the company a tax carry-back credit against federal income taxes paid on earnings in prior profitable years.

Highlighting production-distribution operations in the first quarter were the successful releases of "The V.I.P.s," "The Wheeler Dealers," and "The Haunting."

"The V.I.P.s," backed by an intensive saturation pre-sell campaign and with simultaneous bookings in over 600 theatres around the world, proved to be one of the company's most outstanding box office pictures in recent years. "The Wheeler Dealers," Metro-Goldwyn-Mayer's Thanksgiving release, continues, according to O'Brien's letter, to show strength in its current engagements.

"Prospects for the second quarter are encouraging" with the current release of "The Prize," starring Paul Newman, Elke Sommer, and Edward G. Robinson, and the upcoming release of "Sunday in New York," starring Cliff Robertson, Jane Fonda and Rod Taylor; "Children of the Damned," a science-fiction thriller produced at our London Studios; "A Global Affair," starring Bob Hope; "Mail Order Bride," an unusual western comedy starring Buddy Ebsen; and the highly suspenseful "Any Number Can Win," starring Alain Delon and Jean Gabin, selected by New York motion picture critics as one of the 10 best films of 1963.

"Our production of future releases has just been carefully planned and is progressing on schedule. Photography has just been completed on two key pictures for inclusion in what promises to be an exceptionally strong summer release schedule," further stated O'Brien.

Production on the much publicized "Night of the Iguana," starring Richard Burton, Ava Gardner, Deborah Kerr, and Sue Lyon, was recently completed in Mexico. MGM's big musical entry for the summer, "The Unsinkable Molly Brown" starring Debbie Reynolds and Harve Presnell, has been completed at the Culver City Studios. "The wide difference in mood and theme of these two quality productions," continued the letter to stockholders, "is typical of the variety of entertainment included in our program."

Metro-Goldwyn-Mayer began the fall television season with an all-time company high of six series, representing five and a half-hours of programming on the television networks. Both "Dr. Kildare" and "The Eleventh Hour," highly successful hold-overs from the previous year, continue to do well. The company's highly praised new series about a young high school teacher, "Mr. Novak," has proved to be a strong attraction with television audiences.

Work on the 1964-65 television season has already begun, according to the letter, with six pilots completed or in the final stages of completion. Backing the six pilots in an intensive selling campaign.

MGM-TV's first live-taped program, "Science All Stars," sponsored by Minneapolis-Honeywell and featuring inventions and experiments of teen-age scientists, had its premiere Jan. 12. In addition, the MGM-TV special, "The World's Greatest Showman," based on the career of Cecil B. DeMille, appeared this fall as one of the highest rated programs on all of the networks.

Accompanying the president's letter was a quarterly dividend check at the rate of 37½ cents per share.

Kris Johnson, "Miss Sweden" in the Miss Universe contest, recently visited Hartford, Conn., in conjunction with the Connecticut premiere of MGM's "The Prize," and is seen with Barney Tarantul, Burnside Theatre partner.

Classification Vs. Censorship

ALBANY—"We oppose legislation which tends toward indiscriminate censorship," declared the legislative commission, State Council of Churches.

However, the Commission expressed "concern" with the "influence of the mass media where they are used in a way that excites prurient interest, offends decency, is obscene, or portrays brutality and crime as desireable or acceptable."

"We are also concerned," the Protestant ministers and laymen continued, "with an over-emphasis upon the use of mass media to 'entertain' rather than to enhance knowledge and understanding of significant public issues and problems. We support legislation which encourages use of mass media in a responsible manner and which improves the content, both morally and intellectually, of the information disseminated."

Phraseology is such that the legislative commission will probably support the joint legislative committee on offensive and obscene material's bill for classification of motion picture as applied to "unaccompanied" school children.

Favorable Year Seen For Amusement Activity

NEW YORK—The American public, increasingly recreation-conscious, probably spent well over $22 billion for recreation activities in 1963, according to the Value Line Investment Survey. While continued growth of total recreation expenditures is virtually assured in nearby months and years, the given amount of money spent for any one type of leisure-time diversion is subject to bewilderingly sudden expansion and contraction.

In its most recent analysis of the recreation industry, the Value Line outlines the 1964 prospects of 21 major movie, tv broadcasting, camera and film, boating, bowling, and other recreation-oriented companies.

The broadcasting and photographic segments enjoy the brightest year-ahead horizons, concludes the Value Line Survey, with expenditure gains for such services and goods likely to approximate 12 per cent and seven per cent, respectively. Conversely, the boating and bowling industries will probably continue to founder in the stagnant quagmire into which they have sunk in recent years.

Prospects for the major Hollywood studios and companies closely allied with the motion picture industry are, according to the Value Line Survey, decidedly mixed for 1964, with the balance weighted toward a somewhat favorable bias. Mounting evidence suggests that movie producers, distributors, and exhibitors have finally decided to adopt sound business practices in their artistic endeavors. If so, and if the bold, imaginative efforts now underway to form theatre-television networks in response to fast-approaching home pay-subscription television are sustained and successful, Hollywood could well experience one of its more lucrative post-World War II periods over the next three to five years. Nevertheless, investment considerations should mainly be based on existing and nearby film releases of the various companies.

Technicolor Profit Up

NEW YORK—Technicolor, Inc., expects to report a net profit for the fiscal year ended last Dec. 28 of $3,300,000 or $1.15 a share on about 2,876,000 shares outstanding. This compares with $150,000 net profit or six cents a share on 2,648,000 the year before.

Wall Street sources also report record sales of $75 million for fiscal 1963 against $58 million in 1962.

Edward E. Ettinger, executive vice-president, Technicolor, predicted sales and earnings in 1964 will be still better, and financial sources say the net could reach $1.40 a share.

Loew's Net Steady

NEW YORK—Laurence A. Tisch, chairman of the board of Loew's Theatres, Inc., announced that for the first quarter ended Nov. 30, 1963, of the current fiscal year, gross revenues amounted to $19,290,000. After providing for income taxes of $549,000 a net income of $383,300, equal to 15 cents per share of common stock, was realized.

For the comparable period last year, gross revenues amounted to $14,371,000, and, after providing $302,000 for income taxes a net income of $399,900 equal to 15 cents per share of common stock, was realized.

EVEN DAYS IN MAY" IS ASTOUNDING IN EVERY WAY!

UNPRECEDENTED WORD-OF-MOUTH AKES IT THE "MUST-SEE" CTURE OF THE YEAR!

owing unique red carpet preview screenings st-to-coast ("The Seven Most Momentous Days Exhibition and Opinion-Making"), "SEVEN YS IN MAY" is the Hot One they're all talking bout! . . . And already, it's a PRIZE WINNER — HOTOPLAY MAGAZINE AWARD FOR TSTANDING PICTURE.)

AN AVALANCHE OF POWERFUL PUBLICITY!

Advance national magazine breaks — highlighted by big picture-story features in LIFE and LOOK, and a host of other major magazines!

Nationally syndicated column breaks — Winchell, Kilgallen, Earl Wilson, Leonard Lyons, and more and more mounting up each day.

Special Newspaper editorial features — written and custom-tailored to fit editorial style and format of individual newspapers in every section of the country!

A GREAT CAVALCADE OF FEATURETTES AND PEN-END INTERVIEWS!

A trio of top-flight TV featurettes — serviced to every major TV station across the country!

Outstanding Open-End radio interviews with big name - names to make big time news over the air everywhere!

7 BY 7 STAR-TOURS!

even stars to tour seven
ays in different parts
f the country to promote
SEVEN DAYS IN MAY"!

NATIONAL BOOKSTORE CONTEST!

Bantam Books, publisher of the smash best-seller in pocket edition (over 2,000,000 copies in first two months on sale) is sponsoring a super-special tie-in contest! WITH SATURATION SCOPE — OVER 75,000 OUTLETS . . . WHEREVER BOOKS ARE SOLD!

PROMOTION AND EXPLOITATION IMPACT!

a. Fashion Promotions — "Styles For 1970" — fashioned by 7 world-famous designers. A breath-taking creation coast-to-coast!

b. High School and College Exploitation — in-depth interviews with school editors and student body. Special promotion kits will be sent to schools throughout the country!

BIGGEST, BOLDEST ADVERTISING CAMPAIGN OF THE YEAR!

a. Newspaper ads to startle, shock, and intrigue every reader.

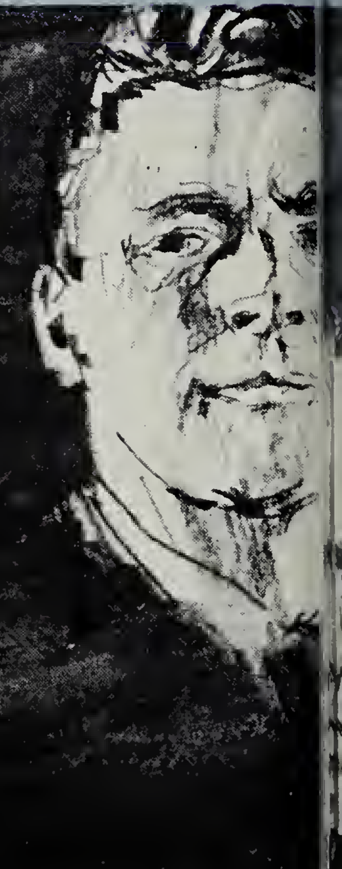
b. TV and radio spots dramatically designed to ignite and intensify the excitement over "SEVEN DAYS IN MAY"!

c. Provocative teaser and regular theatre trailers to capture every potential ticket-buyer!

DATED TO BREAK ACROSS THE NATION IN FEBRUARY!

THE ASTOU
OF AN ASTOUND
TO TAKE OVER THESE

SEVEN ARTS-JOEL Productions, Inc. present



BURT LANCASTER
KIRK DOUGLAS
FREDRIC MARCH

ALSO STARRING
AVA GARDNER
as ELEANOR HOLBROOK

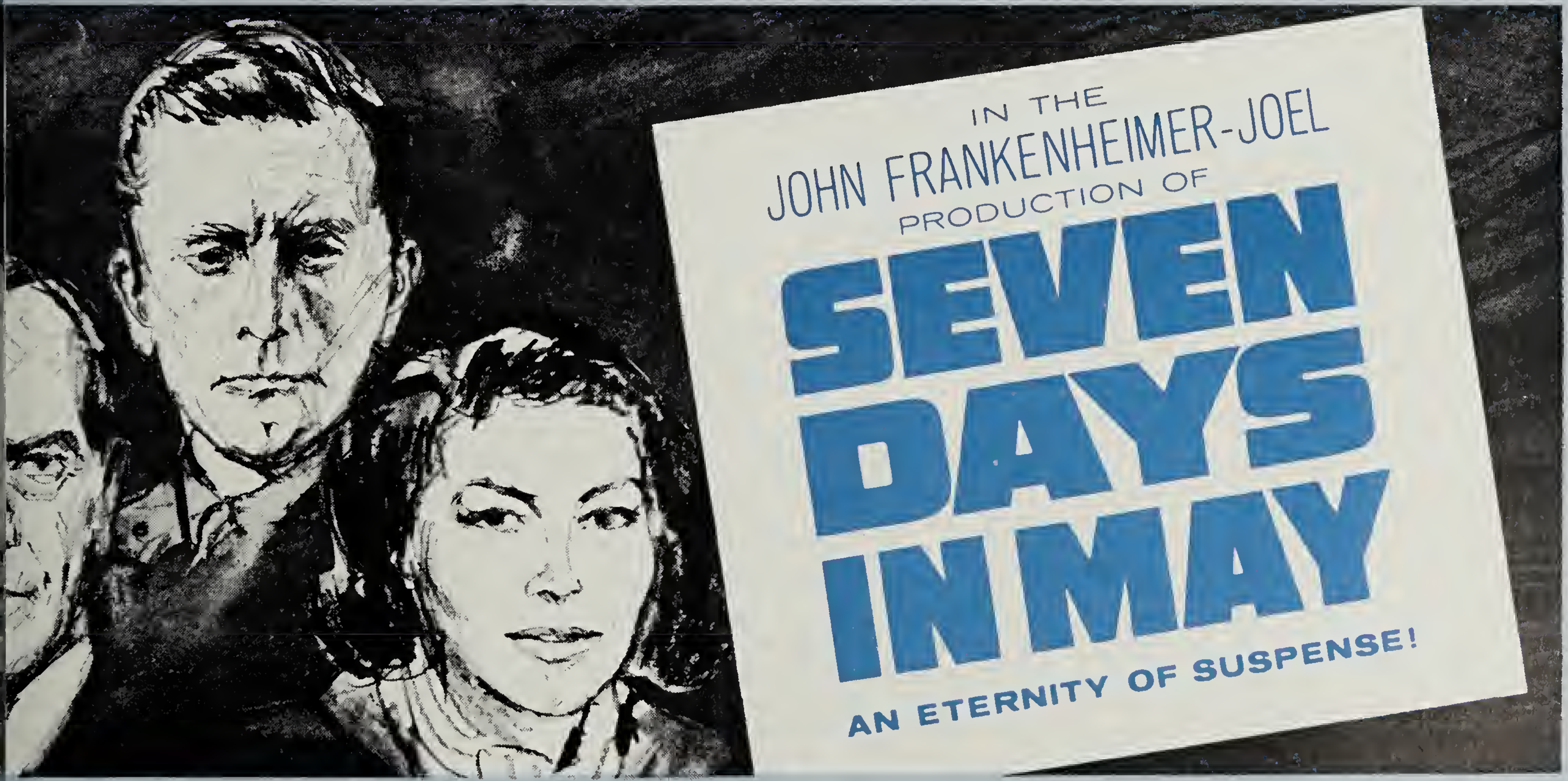
CO-STARRING
EDMOND O'BRIEN · MARTIN BALSA

BASED ON THE NOVEL BY FLETCHER KNEBEL AND CHARLES W.

DING STORY
G MILITARY PLOT
TED STATES!

SEVEN
DAYS
IN
MAY

FROM THE ASTOUNDING BEST-SELLER. IT HAPPENS IN 1970 OR 1980 OR, POSSIBLY, TOMORROW.



IN THE
JOHN FRANKENHEIMER-JOEL
PRODUCTION OF

SEVEN DAYS IN MAY

AN ETERNITY OF SUSPENSE!

DIRECTED BY
SCREENPLAY BY

VARD LEWIS · JOHN FRANKENHEIMER · ROD SERLING

MUSIC BY JERRY GOLDSMITH • A PARAMOUNT RELEASE

SEVEN
DAYS
IN MAY

AN ETERNITY OF SUSPENSE

Three Negroes Convicted In N. C. Trespass Case

FAYETTEVILLE, N. C.—A Superior Court judge, in sentencing three Negro youths convicted of trespass in connection with racial demonstrations at a local motion picture house, delivered a scathing denunciation against such demonstrations which have been occurring all across North Carolina.

The defendants in question were found guilty of trespassing at the Colony during demonstrations last summer, and were given 60-day suspended jail sentences and fined $10 and court costs each. Their attorneys gave notice of appeal to the North Carolina Supreme Court.

Sterling Wray, manager of the Colony, said the three youths forced their way into the downstairs section of the house after being asked to go to the balcony. He testified that the theatre since has been integrated.

In imposing judgment, Judge Clawon Williams said the trouble the youths found themselves involved in "was the fruits of somebody else's interference."

"This was a senseless piece of publicity," he said. "I have nothing but contempt for those who are egging it on and supporting it."

Defendants in the case were all students at Fayetteville State College.

Meanwhile, at Sanford, where Negroes recently presented a series of demands including racial integration of motion picture houses, Mayor Tommy C. Mann praised work of a newly appointed interracial Committee on Human Relations and said, "I do not feel that there will be any more demonstrations in Sanford as long as the subcommittees function with the enthusiasm they have demonstrated over the past few days."

A series of Negro demonstrations led Mayor Mann to set up the 34-member committee Dec. 28 to study racial problems in Sanford.

There have been no more demonstrations since appointment of the group, and Mayor Mann's remarks were made after a session of the group's coordinating committee to hear reports of various subcommittees.

He said the coordinating committee "was favorably impressed with the accomplishments that have been made to this date," and that "there is a distinct feeling that the understanding and cooperation of both the Negro and white citizens of Sanford and Lee County is at the highest level experienced in recent months."

Mayor Mann said, "at this point, better than 50 per cent of the eating establishments and hotels and motels in the city limits have been completely desegregated." He made no mention of motion picture houses.

"All members of the coordinating committee, including the Negro leaders, have agreed with me" that there is no indication of further demonstrations being staged as long as the subcommittees continue working as they have started out, he declared. "However, the race problem is not yet solved in our city and county. It will be necessary for all involved citizens to cooperate in the forthcoming crucial months to solve our differences through intelligent cooperation and understanding, rather than hate and violence."

Debbie Joins "Oscar" Cast

HOLLYWOOD—Debbie Reynolds has been added to the cast of the 36th annual awards show of the Academy of Motion Picture Arts and Sciences, George Sidney, producer of the presentation, announced.

Mich. Industry Turns Out In Force To Support Battle Against Pay-TV

DETROIT — While Detroit itself escaped last week's heavy snows, 50 miles from the city, roads were impassable, and not even buses ran. Despite this, well over 90 per cent of Michigan's exhibition, concession, and booking interests were present and paid grim attention to Arnold C. Childhouse as he recited events leading up to, the present situation, and what the foreseeable future holds in the struggle against pay tv.

Childhouse, United California Theatres of San Francisco, was present at the Variety Club of Detroit in his swing across the country as chairman of the Crusade for Free TV, being waged in California. The meeting was organized by Michigan Allied for this exchange area.

"During my ride in from the airport," he said, "your president (Milton H. London) asked me how I could spare the time for the Crusade from my business? I told him I felt I had to do it, else I would have no business to go back to next year."

This set the tone for nearly an hour long talk followed by a question-and-answer period. Childhouse spelled out the history and development of the California and other struggles, of the optimistic angles, or the chaos in store for exhibition should the fight to stop pay tv be lost at the polls next fall.

He cited previous similar circumstances within the oil industry, in which victory for the side equivalent to that of exhibition was won. He told of the cost of that struggle. It had cost the losing major oil companies $4 and the winners, the independents, $2.5 millions.

He told of the intensive organization on the west coast, and the campaign to secure 700,000 signers of petitions to insure the slightly over 400,000 required by law to place the issue on the ballot.

He described the able leaders of Subscription TV, and the overall $25 millions in resources already behind the project.

He felt, however, with all the obstacles, legal and otherwise, that 90 per cent of the public was on exhibition's side and seemed to think a safe forecast in "yes" votes should be about 70 per cent.

London followed the questioning period keynoting, "Put out the fire in their house before our house is on fire."

He asked that exhibition use a formula of one tenth of 1 per cent of 1963 gross per theatre, plus an equivalent percentage from concession, booking, etc. This would total an estimated $20,000 and be payable 25 per cent now, the balance as asked. Many immediately wrote out checks; most indicated pledges as requested; and the general indication was the amount would be easily realized.

Michigan Allied will turn the money over to the Joint Committee Against Pay-TV, part of which will be reserved should the contingency of similar battles arise elsewhere than in California.

Following the Variety gathering, industry leaders hosted Childhouse at a luncheon at the Standard Club at the Sheraton Cadillac.

UATC Management Wins Board Vote, Stock Options

BALTIMORE, MD.—The new management board of directors of United Artists Theatre Circuit was elected overwhelmingly as expected with the management board ratified by more than one million shares, against more than 400,000 mustered by the opponents.

The stockholders' meeting also approved stock options for seven officers and employees.

Attending the meeting were Marshall Naify, who succeeded George P. Skouras as president; Salah M. Hassanein, executive vice-president; A. E. Bollengier, financial vice-president and treasurer; and comptroller Henry Ferber.

New Labor Pact Set For Brazilian Employees

NEW YORK—New labor contracts have been signed by the American film distribution companies and employee unions in Rio de Janeiro, Belo Horizonte, Porto Alegre, and Curitiba. There were 654 employees involved.

Rampant inflation occurred in Brazil during 1963, and the primary goal of the unions was to maintain the real worth of employee wages in terms of purchasing power, in the face of sharply diminished value of the cruzeiro and soaring increases in the cost of living.

The negotiations were conducted by local representatives under direction of the Motion Picture Export Association of America's foreign labor committee in New York.

Other foreign labor negotiations are going on at the present time in Malaysia and Argentina.

The MPEAA foreign labor committee consists of George Schweig (Allied Artists), Arthur Peckoff (Columbia), Joseph Seely (MGM), Donald Nathan (Paramount), George Elener (20th Century-Fox), Andrew Albeck (UA), John Dobbin (Universal), and Philip Raff (Warner Bros.). George Vietheer, MPEAA vice-president, is chairman of the committee.

Columbia Pictures vice-president Robert S. Ferguson recently visited David Swift, producer-director of "Good Neighbor Sam," during the ad-pub chief's visit to the coast.

Parents' Honors "Newman"

NEW YORK—Universal's "Captain Newman, M.D." has been awarded Parents' Magazine's "Special Merit Award" in the February issue of the magazine.

General Audience Films Head Review Board List

DALLAS—The Texas Motion Picture Board of Review screened and rated 257 feature pictures during 1963, it was reported by Kyle Rorex, executive director of the Texas Council of Motion Picture Organizations, the organization distributing the recommended audence designations.

Largest recommended audience category screened was that rated for General Audience, with 121 pictures or 47 per cent of the total number of films released for commercial showings in Texas.

Second largest category was the Adult-Mature Young People category, with 92 features or 36 per cent of the overall total film product.

The "recommended for Adults" category represented the least number of pictures classified, with 44 or 17 per cent of the total.

Within this group, 20 features bore the Motion Picture Production Code Seal while the remaining 24 had no Code approval. The non-Code films are those independently produced domestically and foreign imports.

The Texas Motion Picture Board of Review is composed of a voluntary group of 12 women representing various church denominations, with Mrs. Roderic B. Thomas of Dallas as the chairman.

The Board's audience recommendations are published twice monthly and distributed by Texas COMPO to its membership, newspapers, magazines, and interested church and civic groups throughout the southwest.

Atlantic Video To Reade

NEW YORK — In another diversification move, Walter Reade-Sterling announced its acquisition of the Atlantic Video Corporation, which holds a construction license for an ultra-high frequency tv station in Monmouth County, N. J.

The equipment of Atlantic's WRTV, channel 58, in Eatontown, N. J., which suspended operations in 1955, is included.

The finest carbons ever made...

NATIONAL
TRADE MARK

PROJECTOR CARBONS

The NEW YORK Scene

By Mel Konecoff

LAST WEEK after the last snowflake hit the ground, we saw Dave Horne, vice-president in charge of foreign distribution for American International Export Corporation. He'd been on the job all of one day and was understandably vermished about the past operations of his section, but certainly not about the future, which will see an increase in revenue if he has anything to say about it.

An important part of his program will be devoted to visting various parts of the world six to 10 months out of the year to talk to company franchise holders; to investigate the possibility of co-producing abroad; and to keep an eye open for suitable films which can be distributed by AIP. He will be on the look-out as well for about five or six good sales representatives to represent him in different parts of the world, but he is against opening company offices since the franchise holders are doing a good job and the extra expense involved is unnecessary. He believes that exploitation efforts on behalf of AIP product should be expanded, and this could mean enlargement of staff in this area of operation.

Not only will Horne have the 24 features that AIP will make and/or distribute in the domestic market, but he will also have control over 17 foreign-made features acquired by the company, mostly for distribution abroad. A few of these may find release in the U. S. as well. The day of the foreign country following the release of a film in the U. S. seems to be pretty well over, and he expected that features could be released day-and-date here and abroad if prints are available in both areas. Governments abroad are becoming more and more aware of the importance of films and are participating in their making via direct and indirect financing.

Horne's first trip will be to the Far East commencing at the end of the month, feeling that the area has not been explored sufficiently and that this should be his first project.

While there is little freezing of currency in countries abroad, many times a premium must be paid to free accumulated monies.

Horne, an expert on dubbing of foreign films having been with Titra Sound as executive vice-president and general manager before joining AIP, agreed that the dubbing of certain films in the country where the language is native makes sense. On the other hand, the dubbing of foreign-made films into English should be done here as we have better know-how.

(Aside to D. H.—More pastrami is indicated.)

EXPERIENCE DEPARTMENT: Four Americans made a three-week tour of Soviet motion picture facilities, traveling by air within the country except for one train trip. One of the installations was fairly close to the Chinese border. They had three English-speaking guides along, and they found the Russian people "wonderful, friendly, kind, and generous" as forecast by the U. S. State Department. There were many parties and feasts in their honor, with the visitors offered everything from lemonade and beer to vodka.

No glamorous actresses attended the evening affairs, to which the Russians brought their wives and/or girl friends. The Russians were more conscious and concerned with the people behind the cameras than they were with the actors and actresses before them.

While the Soviet film industry has many femmes in all departments, including engineering, management consisted in the main of men. Increasing emphasis is being placed on the film industry in that country because the importance of the film is well recognized. Wages are low when compared with same here, and directors and actors get nowhere near the fantastic sums commanded by their American counterparts.

One of the places visited was the State Institute of Cinematography, from which 80 per cent of all the creative film people employed in the Soviet come. Students from other countries were seen here as well. About 60 million Soviet citizens are said to go to the movies weekly, compared with the 50 million in the U. S. each week. All theatres there are filled whenever there are showings, and long lines are the usual instead of the unusual. The Americans were impressed with the acoustics of the places visited.

The Russians turn out 125 features a year and hope to increase this to 150, so that they can have three pictures a week in each theatre. The average running time is 105 minutes. The children's theatres show a great many propaganda films in cartoon form. Forty per cent of their theatrical films are supposed to be in color—either via dye transfer or multiple layer. The Americans were impressed with the latter method and not too much with the former.

About 30 theatres are able to project 70 mm, while the others play reduced 35 mm versions of the large screen releases. They have a 70 mm version of "War and Peace," which is almost finished and which will run about eight hours. It's planned to run in two parts on successive days, and curiosity was expressed about distribution here.

(Who are these Americans? What other adventures did they encounter? Were they allowed to leave the country? Don't miss the concluding installment.)

THE METROPOLITAN SCENE: Area teeners took over the DeMille Theatre the other ayem for a special showing of "The Cardinal," with several hundred high school newspaper editors in attendance as well. Disc jockey Stan Z. Burns was on hand with film player Jill Haworth and others. . . . Embassy Pictures won a Certificate of Special Merit awarded by Printing Industries of Metropolitan New York, for its Channel Selector, a merchandising brochure prepared for its program of feature films for television. There were 1700 entrants. . . . Former Coca-Cola executive Charlie Okun is touring Florida for the next five weeks. . . . "Inside The Movie Kingdom—1964," a 90-minute spectacular covering today's world of film making, goes out via the NBC-TV network on March 20. 150 miles of film were shot and approximately a mile-and-a-half will ultimately reach the tv screen. Thus far set are C. Baker, I. Bergman, M. Doublas, J. Garner, G. Peck, T. Perkins, A. Quinn, D. Reynolds, and O. Sharif.

De Laurentiis Occupies New Rome Studios

ROME—Dino De Laurentiis moved his staff into a huge new studio complex, first new motion picture studios built anywhere in the world in many years.

The De Laurentiis Film Centre is virtually a $30,000,000 vote of confidence in the futrue of theatrical films.

Situated on the Via Pontina, some 13 miles south of Rome, the studios will consist of eight sound stages, all soundproofed against the noise of overhead jets, and one of them the largest stage in the world. Work shops of every kind, makeup and hairdressing departments, three restaurants, stars' dressing room suites connected to sound stage areas by a covered walk; projection rooms, film vaults, laboratories for processing film, banking facilities and a post office are contained in the complex.

The administration building, containing 200 office suites all air-conditioned, occupies two floors built around a central courtyard landscaped in Japanese style. Offices are equipped with the most modern furniture and facilities available.

Above this building are two complete penthouse apartments, one of which is to be occupied by De Laurentiis himself when he wishes to work late, and the other for any star who may wish to live on the premises during filming.

Blueprinted and shortly to go into construction is a small community centre, which is to consist of blocks of apartments and individual villas for executives and staff, a shopping centre and a small luxury motel for visting writers, stars and directors.

First films to be produced in the new studio will be The Bible and The Secret, the latter starring Princess Soraya.

John Huston, who will direct The Bible, has a suite of offices for himself and his staff. Within the next two months, when actual production on both films is expected to begin, payroll at the studio is expected to rise to a total of nearly 3,000 employees.

MGM Sets Showcase Sites

NEW YORK—Metro-Goldwyn-Mayer announced the initial 18 New York-New Jersey theatres that will form the core of the newly-initiated MGM Showcase Picture Policy for the New York metropolitan area. The MGM Showcase Picture Policy will be inaugurated Jan. 22 with "The Wheeler Dealers:"

Theatres participating are *Manhattan:* Forum, Trans-Lux 85 St.; *Brooklyn:* Metropolitan, Kingsway, Rialto; *Queens:* Meadows, Queens (Queens Village), Bliss; *Westchester:* Park Hill (Yonkers), Parkway (Mount Vernon); *Bronx:* Luxor, Post Road; *Nassau:* Green Acres (Valley Stream), Grove (Freeport), Roosevelt Field; *Suffolk:* Plainview (Plainview); *New Jersey:* Loew's Jersey City, Branford (Newark).

Glen Alden Names Two

NEW YORK—Albert A. List, chairman of the board, Glen Alden Corporation, announced the appointments of Bert K. Bergenfield as treasurer and Derek Draycott as assistant comptroller.

LONDON Observations

By Jock MacGregor

MEET THE MAN of the moment. There was I, quietly enjoying my pet poison in the Dorchester Bar, thinking how nice it would be if I never heard British Lion mentioned again, when who should sail in but Sydney Box, hot favorite among the take-over bidders. "Fill him up," I called to bartender Roy and hastily amended the offer when I realised that he had lost 40 lbs. since illness forced him out of the industry some four years ago and had restricted him to scripting. He settled for a large, very dry Martini with a squeeze of lemon peel.

What he may have lost in avoirdupois he has gained in energy and drive. Fully recovered, he is missing a full day's work and rearing to get cracking. He has made his bid of some $4,200,000 plus; agreed to National Film Finance Corporation maintaining up to 49 per cent holding; is studying the Lion accounts, and waiting. It is the waiting that he finds irksome. Now he is being further frustrated by the efforts of some to get the whole Lion situation debated in Parliament—that can take time.

And time is not on the side of British Lion. The last of the current product is already in the can, and the studios are virtually closed. There must now be quite a delay between the release of the last of the present lineup and first of the new, no matter who wins. Whoever does is unlikely to be able to start immediate production even if scripts, schedules, etc., are ready. In consequence, the new pictures cannot be hoped for before October at the earliest.

Genial, bluff, 56-year-old Sydney is, I suspect, revelling in the situation, the false trails about the future, and thoughts, if not fears, in certain quarters. A writer of renown, he entered production through the documentary field durnig the war, became an associate producer on features at Denham, and launched his own company with the highly successful "Seventh Veil." In 1946, Rank put him in charge of the Shepherds Bush and Islington studios. Later, he was in charge at Pinewood and was responsible for, among many successful films, Somerset Maugham's "Quartette," "Trio," and "Encore." In 1950, he broke away to produce independently but rejoined Rank before his breakdown. His wife is director Muriel, who has collaborated with him on many scripts, and his sister is Betty, a most consistently successful producer. To round off this film family is brother-in-law Peter Rogers of "Carry On" fame.

Sydney, who has commercial and pay tv interests, is not talking about what he will do if his bid is accepted. "If I get it, it will be soon enough for announcements" is his dictum. However, he has revealed that in view of the contracting movie market through theatre closures, he may use some Shepperton stages for his tv activities, which would offer employees added security. One thing certain: he does not want working film directors on the board. He does not believe they should be judge and jury in their own cases, pass judgment on other's projects.

Meanwhile, considerable confusion is being caused by the many names being bandied in connection with syndicates which are allegedly being formed to make Lion bids. Some appear hardly likely to be interested in being owners, while others do not seem ideal for a distribution setup. As someone quipped: "These are stirring times and aren't some enjoying mixing it." That about sums it up.

CONGRATULATIONS to the National Film Finance Corporation's John Terry on being reappointed managing director for a further three years. This is the government's answer to his critics during the present Lion battle. It is a well earned compliment. He has a tricky, unenviable job which he does expertly with considerable understanding. It is among the hardest in the industry. . . . Before anyone corrects me for my comments on the great help that ABC's affiliated company, Warner Pathe, gave to offbeat subjects, independent producers, and new talent in '63, I must apologize to Nat Cohen and Stuart Levy for having omitted their internationally successful Joe Janni offbeat offering, "Billy Liar." . . . General secretary John Walton was slightly nonplussed when national press and agency reporters crowded into the British Film Producers Association monthly trade press conference and promptly ordered more coffee. They did not get the British Lion story which they sought but gave excellent coverage to the assurance of the ABC and Rank circuits executives that they will play no fewer British first features, provided they are suitable, this year than last—45 per cent. They will not commit themselves for '65 in view of uncertainty about American production here, but it can be assumed if the same amount of quality product is available, it will be played.

NO SCREEN CHARACTER has caught the imagination here more than Secret Agent 007—James Bond. Organizations are lining up to get on the bandwagon for tie-ups. The news that tv personality Honor Blackman will play his leading lady with the intriguing name of Pussy Galore in the forthcoming "Goldfinger" really hit the headlines. Cubby Broccoli and Harry Saltzman are sitting pretty. "From Russia with Love" has smashed countless records here. Now to the delight—and in most cases surprise—of exhibitors, Norman Wisdom's annual romp, "Stitch in Time," has beaten it in many theatres. With obvious relish, Fred Thomas has endorsed the trade advert that announces the 26 Rank and independent theatre all time records established by "Stitch"—"From Rank With Love." One of the happy exhibitors was Brinley Evans who topped the 2000 seater Cecil Theatre, Hull, record of $8,400 by $512. . . . Business all round has been excellent for the right picture. 20th-Fox's Percy Livingstone was all smiles when he introduced producer director Robert Wise to the trade press. He has maintained that "The Leopard" has a good potential for this market. Rank gave it a trial at the prerelease Kensington Odeon, and it did so well that it had to be held over. Wise is here casting for "Sound of Music," which he will start in Hollywood in the spring before taking the unit to Salzburg for exteriors. He will return to California to complete this 70mm roadshow production. He is particularly happy that he has been able to sign Julie Andrews, and is convinced that she will be a hot screen personality.

ALBANY

Joe Sherman took over the closed Harte, Hoosick Falls, N. Y., and reopened it with a four-day week-end policy. The house had been dark since 1961. . . . Mrs. Sadie Weiner, daughter of the late Max E. Cohen, is conducting the Rialto in Monticello, and the Liberty, Liberty, two of five Catskill Mountain situations her father operated. . . . Bar Mitzvah for the son of Howard Goldstein, Ft. Dix Drive-In, Glens Falls, and Ft. Warren Drive-In, Castleton, Vt., was celebrated at Temple Gates of Heaven Synagogue in Schenectady. . . . Fabian's Mohawk Drive-In, at Colonie; and Alan Iselin's Turnpike, In Westmere, ceased winter operations. . . . The Northeastern New York Speech Center was to be beneficiary of a "Fantasia" screening at the Hellman.

ATLANTA

Joseph E. Levine's "Zulu" showmanship screening and merchandising seminar was held here. The Embassy release was screened at the new Roxy, followed by a luncheon meeting at the Capital City Club. Among Embassy executives on hand were Carl Peppercorn, vice-president and general sales manager; Robert P. Weston, vice-president in charge of world advertising; James V. Frew, southeastern division manager; and Bufford Styles, southeastern district manager. . . . On the sick list at Benton Brothers Film Express were inspectresses Effie Jamison, Ola Higgins and Estelle Welch. Ruby Tumlin and Bonnie Harvery were back at work. . . . The husband of Rosa Lee Peck, AIP accounting department, underwent an eye operation. . . . Don Dooley is a new booker at MGM, transferred from the Jacksonville branch. . . . Louis Brooks, retired AIP worker, was stricken with a heart attack but is now getting along just fine. . . . Oscar Howell, president, Capital City Supply Company, has returned home after several weeks stay at Will Rogers Hospital, Saranac Lake, N. Y. . . . Ed Fitzgerald, former salesman for Warner Brothers in New Orleans, has been transferred as branch manager in the Atlanta office. . . . Mrs. Thelma Johnson, secretary to Allied Artists branch manager, is back at work following an illness. . . . Capital Releasing Company has moved their office to new quarters in the Boan Allen Building. . . . Louis Formato, MGM assistant general sales manager; Andy Sullivan, MGM assistant advertising and public relations manager; and Terry Turner, director of advertising and exploitation for special releases, were in and conducted for exhibitors a sales and advertising meeting on the company's new 1964 schedule of releases. MGM Atlanta branch manager W. W. Sherrill was host of the affair held at the Capital City Club with a luncheon.

BUFFALO

Annette Funicello, Disney's young star, is slated to come to Buffalo to meet the press and other dignitaries on Jan. 23, in behalf of "Merlin Jones," which will premiere at the Granada Feb. 11. Annette will be the center of a lookalike contest. Young ladies resembling the star will be brought to Buffalo as her guests Jan. 25 at a luncheon in Hotel Statler Hilton. . . . Funeral services were held for Miss Eleanor M. Paradeis, film company veteran. She was chief accountant for First National Film Co. from 1920 to 1935, when she became director of the Pamo Film Exchange. . . . The second annual joint installation of officers and directors of the Variety Club Tent 7 and the Women's League of Variety will be held Sunday, Jan. 19, in the clubrooms. Anthony T. Kolinski is chairman, with Nate Dickman and Barbara Quinlivan cochairmen. Joseph Harmon, Niagara Falls, will be toastmaster. Outgoing chief barker Dickman will give an account of his stewardship, and the following will be installed: Chief barker, Thomas W. Fenno; first assistant chief barker, Kolinski; second assistant chief barker, Albert J. Petrella; property master, Ron L. Ruth; dough guy, Myron Gross. To be installed by the Women's League are Giannina Pappalardo, president; Barbara Quinlivan, first vice-president; Mary Pappalardo, second vice-president; Helen Borman, treasurer; Rita Inda, financial secretary; Ada Dine, corresponding secretary; Ethel Tyler, recording secretary. . . . Sidney Cohen left for Miami to attend the board meeting of National Allied Theatres. Sid is president of New York State Allied. . . . Paul L. Wall, MGM branch manager, is on the mend at his home following hospitalization.

CHARLOTTE

The Durham, N. C. Ministers Association discussed obscenity in motion pictures, television, magazines, and other media, and referred the matter to a study committee after deciding against taking immediate action on the issue. Following study by the special committee, the question will go to the association's new executive committee for recommendations before being returned to the full association membership for definite action, it was said. Officials of the association said recently that an apparent increase in pornography and obscenity in motion pictures, television, and various publications was causing "great concern" among members of the association, and that steps were being considered to combat it. . . . An extensive remodeling and refurbishing program was begun at the Ambassador, Raleigh, N. C. W. G. Enloe, district manager of North Carolina Theatres, the chain which operates the house, said the remodeling program will be "from front to back," and one of the features will be construction of a canopy in keeping with the Downtown Improvement Committee's plan to improve the appearance of Fayetteville street. Erected on the face of the wall will be the new attractions sign. Among other improvements will be installation of a lower acoustical ceiling in the foyer and vestibule, draperies on the side walls of the auditorium, new lighting fixtures, new furniture for the mezzanine, foyer, and vestibule; and new carpeting in the foyer, mezzanine and vestibule. Also to be built is a new and larger concessions area. . . . W. G. Enloe, Raleigh, N. C., district manager for North Carolina Theatres, announced that he would be a candidate for election to the Senate of the North Carolina State Legislature as a representative of Wake County. Enloe, former Mayor of Raleigh, said he would announce formerly soon.

CHICAGO

Brenda Clark, mother of Jack Clark, president of Allied Theatres, died. . . . Balaban and Katz has been reported not to be renewing its lease on the Howard, owned by Phillips Company, which also operates the Pickwick, Park Ridge, Ill. Ed Harris is the new Howard manager. Allied is to do the booking for the house. . . . George M. Lawson, head of Coca-Cola Company's legal department, has been named a vice-president of the company. Lawson is well known to the Chicago trade. Howard H. Hyle has been named manager of the company's promotion and point of sale advertising department. Fred W. Dickson is vice-president and manager of the advertising department of the company. . . . John Thompson, publicity director of Columbia, and his wife are enjoying a holiday trip to Spain. Hal Pearlman is taking over Thompson's duties during his absence. . . . Frank Babcock Productions has been organized by L. W. Schlifkin to produce film and other amusement programs. . . . Exposition Hall, and McCormick Place, International Amphitheatre and Coliseum had closed circuit theatre telecast of Bears and Giants championship football game on Dec. 29. The total of 25,000 seats brought admission prices ranging from $4-$7.50 per seat. The deal was made by George Halas of the Bears and Nathan Halpern of Theatre Network Television. . . . Mike Wallerstein, son of David Wallerstein, president of Balaban and Katz, was here from Hollywood for a medical check-up in Lebanon hospital. Mike is connected with Revue Studio, Hollywood. . . . Sam Levinson, Chicago Chair Mart, reports that his company is installing their latest seats in RKO's Orpheum, Des Moines, and the Orpheum, Denver. . . . Alliance Circuit is now heading company which supplies antenna circuits for Ottawa, Marseilles, and Streator, Ill. and Logansport, Ind., with more than 10,000 subscribers in these four towns. Plans are being made by the company to install similar equipment in Pontiac, Ill., and Lafayette, Ind., during 1964. . . . Jeremma Enterprises has been formed by J. Schlossberg to produce film and other amusement programs. . . . Victor Bernstein, chief barker of Variety Club, and other officers of the Club were hosts to several hundred children at their annual Christmas Party held at their Pick Congress hotel headquarters. . . . Walter E. Heller and Company, commercial financing company who also finance film productions, plan to open a factoring and financing company in Frankfort, West Germany, under the trade name of Heller Factoring Banking for similar trade lines. Robert L. Livingston will be president of both domestic and foreign companies. . . . A reliable source reports that Golf Mill Shopping center will definitely build a year-round theatre to seat 1,500 persons. . . . Evanston theatre's policy, according to Les Stephner, manager, who published a reply to "A Mother of Two" in regard to motion picture entertainment for children, has been since its inception in 1955 to present special children's matinees on Saturdays. All films, he says, have been approved by Legion of Decency (without violence); Parents' Magazine, and the Green Sheet. . . . Sig Sakowitz's Mothers' Fan Club will view a private showing of Paramount's "7 Days in May" at the Esquire on Jan. 25, at 10 a.m. . . . Ralph McLaughlin, United Film Carriers, an organization which delivers films to theatres in the Chicago territory, says that threatened strike of teamsters will not hamper film deliveries or pick-ups. . . . Lido, Maywood, Ill., which recently reopened under James Bachos management, is booking their films through Allied Theatres.

CINCINNATI

A near blizzard snowstorm which blanketed the area during the weekend, broke what was anticipated to be an attendance record for a complete bill of holdovers playing in the first-run houses. As it was, the record was better than for the identical week the previous year when the weather was bad, too. . . . E. B. Radcliffe, the Enquirer movie critic, in summing up his yearly report on the 1963 films, said that the quality was spotty, but noted an improvement in the over-all balance in the variety of the films presented. His choice of the best 10 1963 films were "The Caretakers," "Charade," "Eight and a Half,' "How the West Was Won," " Lilies of the Field," "Mad, Mad, Mad, Mad World," "Mondo Cane," "The Sword in the Stone," "Hud," and "The Great Escape."

COLUMBUS, O.

Herman Hunt announced the booking of "Tom Jones" at Hunt's Cinestage, starting Feb. 6. . . . Jim McCafferty, assistant theatre editor of the Columbus Dispatch, confined at home with a virus. . . . Ron Pataky, theatre editor of the Columbus Citizen-Journal, planning a Broadway trip the latter part of January.

DALLAS

Joseph E. Levine's "Zulu" Showmanship Caravan was in Dallas. The caravan is on a tour to acquaint theatre owners of the forthcoming film through special screenings and merchandising seminars. A special showing of "Zulu" was held in the Tower with a luncheon meting following the showing held at the Statler Hilton Hotel. Theatre owners from the Dallas, New Orleans, and Oklahoma City film exchange areas were guests of Levine. Embassy Picture executives here for the affair included Carl Peppercorn, vice-president and general sales manager; Robert R. Weston, vice-president in charge of world advertising, publicity, and exploitation; Ed Apfel, advertising director; James Frew, southeastern division manager; Glenn Fannin, southwestern district manager. . . . Joe Jackson, chief barker, Dallas Variety Tent 17, has appointed the same committee to arrange the observance of Variety Clubs International Week this year from Feb. 9 to 15, that served last year when the local Tent won second place in activities. On the committee are Alfred N. Sack, serving again as chairman, Francis Barr, Kyle Rore, George Bannon, and Hal Cheatham. . . . A multiple opening is being given the American-International release "Pyro" at the Chalk Hill, Crest, Delman, Denton Road, Granada, Hampton Road, Lone Star, and Texas and the following day at the Big D, Bruton Road, Chisholm Trail, and Circle. . . . Keynote speaker for the opening session of the Texas Drive-In Theatre Owners Association convention on Feb. 11 at the Statler Hilton Hotel will be James H. Nicholson, president of American International Pictures. Others who will speak during the conclave will be Edward S. Redstone, Boston, president of the National Association of Concessionaires, and John Rowley, Dallas, president of the Theatre Owners of America. Also expected to be here for the meeting is Lt. Gov. Preston Smith, Lubbock, Tex., a drive-in theatre owner. Al Reynolds is president of the TDITO. . . . Sympathy was being extended to I. B. Adelman, theatre owner here and in Tulsa, Okla., on the recent death of his brother, P. L. Adelman, Waco, Tex. . . . Services were recently held for Lester B. Gottschall who worked for National Screen Service in the west Texas area. . . . Rotus Harvey of San Francisco, International Variety chief barker; James Carreras of London, England, first assistant international chief barker; and George Hoover of Miami, International Variety executive director, were to be guests of honor at the annual Dallas Variety Club installation banquet on Jan. 18 at the Sheraton-Dallas hotel. Officers of Dallas Variety Tent 17 to be installed include Joe Jackson, chief barker; Bill Slaughter and Ed Gall, assistant chief barkers; Meyer Tachofsky, dough guy; and W. L. Marshall, property master. The crew to be installed includes Debbs Hayle, Walter Morgan, Sol Sacks, Don Grierson, Raymond Willie, and Alfred N. Sack. . . . Tom Carlisle, production assistant for the new James Bond movie, "From Russia—With Love," will make a publicity visit here on Jan. 21.

DETROIT

Cinerama Music Hall will be dark Feb. 3-10. During this period, equipment and booths will be changed from the present three projectors and booths to the single projector-and-lens system recently perfected. "How the West Was Won" which gives last performance Feb. 2, enjoyed an extremely successful 48-week run, including a record number of special sell-out student performances. "It's a Mad, Mad, Mad, Mad World," Cinerama's first single-lens production by Stanley Kramer, released through UA, will be the opener on Feb. 11. . . . The repopulation of formerly denuded residential downtown Detroit is being steadily recorded in these columns. Now, the 800-room Hotel Detroit Leland has been purchased for reconversion into 640 apartment units for permanent residents. Sale price was not disclosed, but Robert K. Werbe, president of Cass-Bagley Corp., purchaser, announced $5 million would be spent in conversion. The structure is across the street from United Detroit's Michigan, and within five minutes walk of the other downtown houses. A "limited number" of transient guest rooms will be retained. . . . A $20 million shopping center has been announced for Troy, Mich., suburb of Detroit, included in which will be an indoor theatre. Sears Roebuck is one of the major participants. "Troyland" will be its eighth Detroit outlet, and its largest in the nation. There will be one million square feet of stores and facilities. It will have an air-conditioned mall, and parking for 7,500 cars. Building is to begin next August, with completion scheduled within one year. Charles N. Agree, Inc. is the architect. Agree has been a member of the Variety Club of Detroit, Tent 5, for nearly 30 years.

HOUSTON

Sue Carol Davis was a recent visitor here with news she'd just finished a film in New York titled "The Fool Killers." Included in the cast are Tony Perkins, Salome Jens, and Eddie Albert, Jr. . . . Don DeFore, star of the "Hazel" television series, was a visitor. . . . Pericles Alexander, amusement editor of the Wichita Falls, Tex., papers, flew in for a brief visit. . . . A large cutout of Joan Crawford is in front of the Majestic during the run of "Strait-Jacket," the latest William Castle film. Miss Crawford is seen holding an ax which is wired and coordinated so that when murders are committed on the screen, the ax will swing outside the theatre. No patron is being seated while the ax is swinging. . . . Four hits are being shown at the Shepherd and South Main Drive-Ins, with the drive-ins opening at 6:30 p.m. and patrons invited to have dinner at the theatre snack bar. . . . There were 12 straight hours of movie entertainment at the King Center Twin Drive-In on New Year's Eve, from 6 p.m. to 6 a.m., with six all color features on each screen of the drive-in. There was free coffee served after 2 a.m. to help the patrons stay awake. A free pass to a future attraction was presented to the "driver" of each car that stayed in the drive-in for the complete 12 hour program. . . . Charles Paine, managing director of the Windsor Cinerama, has scheduled special youth showings of "It's A Mad, Mad, Mad, Mad World" each Saturday morning at 10 a.m., with admission $1 per person. . . . Demolition is nearing completion at the Pleasure Pier at Galveston, Tex., which at one time had a motion picture theatre located on its pier. . . . The Weingarten food stores are offering patrons the opportunity to participate in the Walt Disney promotion in behalf of "The Sword In the Stone" with cash awards and prizes, plus trips to Disneyland.

JACKSONVILLE

Wanda Hale, famed New York motion picture critic. enjoyed a year-end visit here at the home of her son, Ed Hale, manager, Meiselman's Midway Drive-In, and Mrs. Hale. . . . Bob Farber has rejoined the local office staff of Stein Theatres, which operates indoor and drive-in theatres in six South Georgia communities: . . . San Marco patrons have come to treasure the weekly news letters covering salient facts about the art house's coming attractions and their stars, producers, musical scores, origins, etc. The excellent news letter, always reproduced in soft pastel colors, are the work of a Florida State Theatres home office worker who prefers to remain anonymous. . . . William C. "Bill" Harden, projectionist at the Capitol Theatre, reports that he has rounded out 42 years as an employee of Florida State Theatres, giving him a longer employment record with the company than any other projectionist.

MIAMI, FLA.

Theodore Pratt, author of the novel on which Warner Brothers has based "The Incredible Mr. Limpet," arrived in Orlando, Florida, with other members of the "Limpet" company, including Andy Griffith, Don Knotts, and assorted producers, writers, and song writers. From Orlando, they were to proceed to WeekiWachee Springs for the world premiere, for which Arthur Godfrey was set to act as master of ceremonies. . . . Deborah Walley, last year's "Gidget," was back in her home state of Florida for a stint as co-emcee for the Florida Junior Miss Pageant in Pensacola. . . . Peter Fonda and Jim Mitchum made personal appearances in Greater Miami in connection with the opening of Florida State Theatres' showing of "The Victors." . . . For the engagement of "The Suitor" at the Mayfair, Sunset, Normandie, and Parkway, high school instructors of French were provided with student discount tickets for distribution to their language students. . . . Wometco Enterprises, Inc., announced the acquisition for cash by its wholly-owned subsidiary, Plattsburgh Coca-Cola Bottling Corporation, of all the assets of the Seven-Up Plattsburgh Bottling Company, Inc. The Seven-Up Plattsburgh Bottling Company, Inc. owns the Seven-Up bottling franchises in Clinton, Essex, and Franklin Counties in the State of New York. Operations of the two companies will be combined at the new modern plant presently bottling Seven-Up, and the company will bottle both Coca-Cola and Seven-Up. . . . Wometco Theatres had the biggest Christmas-New Year's Eve period business in history, according to 163rd st. manager Tim Tyler.

MEMPHIS

Summing up 1963 in "The Front Row," Edwin Howard, Press-Scimitar Amusements Editor, wrote: "It has been a year of extremes in motion pictures, ranging from the small masterpiece, David and Lisa, filmed at a cost of $160.000, to the gargantuan, gaudy spectacle to end all spectacles, "Cleopatra," which costs 25 times as much. The year ranged, too, from good, old fashioned movie-making as exemplified by "The V. I. P.'s" to the stunning avant-garde artistry of "8½." . . . All Star Theatre, Holcomb, Mo., closed on Dec. 30. and Pines Movies, Pine Bluff, Ark. has closed, as has White River Drive-In, Batesville, Ark. In Mississippi, the Roundaway, Roundaway, went dark after the last playdate of Dec. 31, and the Shelby, Shelby, closed on Dec. 23, with Westwood Drive-In. Aberdeen, closing on Christmas Day. . : . Malco Theatres endeared itself to the youngsters of low income families when a treat was given to each child who participated in the Goodfellows Christmas Party.

NEW HAVEN-HARTFORD

Strongest drive in many years for elderly patrons is on in Western New England theatres. Nineteen theatres have joined the rapidly-expanding roster of motion picture outlets offering special discount admission of 50 cents to holders of freely-distributed Golden Age Movie Club membership cards. Prime mover behind the new drive is industry pioneer Samuel Goldstein, president of Western Massachusetts Theatres, Inc. His facilities newly providing the service include the Bing, Springfield; Victory, Strand, and Suffolk, Holyoke; Calvin, Northampton; Capitol and Palace, Pittsfield; Amherst, Amherst. Rivoli, Chicopee; Falls, Chicopee Falls; Garden and Victoria, Greenfield; Paramount and Mohawk, North Adams; Casino, Ware; and Strand, Westfield. The service has also been newly instituted at the Goldstein Paramount, Brattleboro, Vt., and at the New England Theatres' (AB-PT regional affiliate) Paramount, Springfield, Mass. . . . Miss Louise "Pat" Johnson, formerly chief cashier at the Stanley Warner Palace, Norwich, Conn., has been promoted to assistant manager of the circuit's Garde, New London, Conn. . . . Half-year run of MGM-Cinerama's "How the West Was Won" concludes evening of Jan. 28 at the Lockwood and Gordon Cinerama Theatre, Hartford. . . . Nutmeg Theatre Circuit will start building its sixth hard-top—a 575-seat theatre in the Gateway Shopping Center, Wilton—later this winter. The circuit, owned and operated by Leonard Sampson and Robert Spodick, consists of the Crown and Lincoln, New Haven; County Cinema, Fairfield; Norwalk, Norwalk; and Fine Arts, Westport, all in Connecticut. . . . The 1963 Jimmy Fund Drive hit $573,235 in contributions, some $70,000 ahead of the 1962 total. The drive, which aids the Children's Cancer Research Foundation, is jointly backed by the Little Leagues, Boston Red Sox baseball club, law enforcement agencies, and theatre owners of New England. . . . WHCT-TV (channel 18), hosting America"s first over-the-air subscription tv experiment, is adding new subscribers at the "constant rate" of 200 a month, according to general manager James L. O'Connor. The RKO General station, now in its second year of subscription tv service, has some 3,600 subscribers at the moment.

CLARK
TRANSFER
INC.

829 N. 29th St.
Philadelphia, Pa. 19130
CEnter 2-3100

1638 Third St., N.E.
Washington, D. C. 20002
DUpont 7-7200

PROGRESSIVE ELECTRIC
CONSTRUCTION CO. INC.
240 N. 13th ST. • PHILADELPHIA 7, PA.
Theatre Installations
and Maintenance

NEW ORLEANS

William Castle, the "horror" film-maker, was in in connection with Columbia's "Strait-Jacket," Saenger. . . . Betty and Lawrence Woolner, Woolner Brothers, will be off to Europe in February to look in on their newest co-production being lensed in Italy, Spain and Yugoslavia. . . . The Warner Brothers staff gathered at the home of branch manager Lucas Conner and Mrs. Conner for a going-away party for salesman Ed Fitzgerald, who has been named branch manager of Warners' Atlanta exchange. . . . Anna Totora, secretary to Paramount branch manager Bill Briant, announced her engagement. . . . Paul Nosacka is the new assistant to manager Herman Gentry at the Martin Cinerama Theatre, succeeding Charles Lacoste. . . . Irene Gorda, of Chicago, has taken over the group sales department at Martin Cinerama formerly handled by Mrs. Jewel Toups. She formerly handled group ticket sales for MGM road-shows. . . . Ray T. Allen is now operating the 67 Drive-In, Texarkana, Ark., week-ends only. . . . J. P. Serio will keep the Century, Morganza, La., dark until Easter. . . . H. I. Hodges posted a for sale or rent sign on the Fox, Livingston, La. . . . A. L. Royal Theatres closed the Rebel, Meridian, Miss. . . . Norace Benoit is now the head of the management operation of the Lake, Lake Arthur, La., a post formerly held by L. A. Richard. . . . J. E. Adams now has the Dixie Drive-In, Columbia, Miss., on week-end operation. . . . Jonn Nobles has been promoted to city manager of B & D Theatres' Slidell, La., houses. . . . Herman Hoda, manager of B & D Circuit's A & G Theatre, Bay St. Louis, won the company's recent Big Profit Contest. Hoda has been with B & D Theatres for only four months.

PHILADELPHIA

The SW Lane has been completely rehabilitated with new seats, carpet, curtains and screen. . . . The SW Hiway, Jenkintown, recently experienced a fire and is temporarily closed while it is being completely rehabilitated. . . . Independent distributor Jack Jaslow was on the sick list. . . . Joe Antner, Rich-Art Studio, is Puerto Rico bound. . . . Philadelphia Variety Club Tent 13 held its 29th anniversary dinner. Heavy snow cut attendance somewhat, but more than 500 barkers and friends participated. The affair honored the late outgoing chief barker Charles Zagrans and new chief barker David Rosen. Other officers are Roger W. Clipp, first assistant chief barker; Michael O'Neill, second assistant chief barker; Harry Romain, dough guy; and Jack G. Engel, property master. Others in the crew are Sigmund Harrison, David Milgram, Harold Salkind, Norman Silverman. George B. Wilson, and Hon. Leo Weinrott. Honored at the affair also were Dr. Helen Taussig, professor of pediatrics at Johns Hopkins University, who received the Great Heart Award for her contributions to heart research and surgery, and singer Edie Gorme.

SALT LAKE CITY

The anti-trust suit of Pioneer Drive-In Theatres, Inc., Provo, Utah, against MGM, 20th-Fox, Buena Vista, Universal, AB-Paramount Theatres, and Intermountain Theatres, Inc., was declared to have been dismissed in U.S. District Court for Utah by Judge A. Sherman Christensen. . . . Burton Holmes' travel films were booked for the Uptown. . . . Local Safeway Stores, Inc., have tied in with the Uptown on a big contest game in connection with the showing of Disney's "Sword In The Stone." . . . The local Arcade reopened. . . . MGM-Cinerama's "How The West Was Won" rounded out a full year's engagement at the Villa, Sugarhouse, a suburb of Salt Lake, and was succeeded by Cinerama's "South Seas Adventure." . . . The engagement of "Cleopatra" at the Centre ended after six months.

SAN ANTONIO

Sara Montes, one of Mexico's top motion picture stars, will appear on the stage of the Alameda, ace local Spanish language showcase of the Jack Cane Corp. Agustin Lara, one of Mexico's most prolific composers and lyricists, will headline the stage show. . . . The H. E. B. food stores are offering local shoppers "The Sword in the Stone" game, a tie-in with the showing of the Walt Disney cartoon feature of the same name at the Laurel. The food stores are also offering free children discount coupons for the showing at the Laurel. There is no purchase necessary to enter the contest. . . . New concession stand equipment is to be installed at the downtown Aztec, local Interstate Theatre operated house, managed by Norman Schwartz. . . . The Capitol, long a landmark in Austin, Tex., has closed its doors, ending a show business tradition dating back to 1896. Announcement of the close came from Earl Podolnick, president of Trans-Texas Theatres, Inc., which has operated the theatre since the circuit was formed almost 10 years ago. Podolnick decided not to renew the expiring lease on the theatre. The Capitol was built in 1896 as the Hancock Opera House, and for its first 30 years, it offered topflight stage and music bills. It turned to motion pictures 30 years ago, when its name was changed to the Capitol.

REVIEWS

MOTION PICTURE
EXHIBITOR
SHOWMEN'S TRADEREVIEW

The famous pink paper SAVEABLE SECTION in which Experienced Trade Analysts evaluate coming product

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 26 year old service is both numerically more complete, and informatively more candid, than any similar trade analysis. Cumulatively numbered by film seasons (September to September). It is recommended that readers consecutively save all REVIEWS section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

Combined the every second week, yellow paper SERVISECTION indexes to the past 12 months' product, and the alternating every second week pink paper REVIEWS, represent a unique informative service to theatremen.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.

SECTION TWO
Vol. 71, No. 2 JANUARY 22, 1964

ALLIED ARTISTS

War Is Hell

MELODRAMA
81M.

Allied Artists

ESTIMATE: Good war entry for lower half.

CAST: Tony Russell, Baynes Barron, Judy Dan, Burt Topper, Tony Rich, J. J. Dana, Wally Campo, Bobby Byles, Michael Bell. Written, produced, and directed by Burt Topper.

STORY: When an American squad of soldiers is pinned down in Korea, several men are sent to relieve the situation, and the only survivor is Tony Russell. He seeks glory and informs the Lieutenant that the others ran and were killed while he disposed of the enemy. He is made acting sergeant. Soon after, sergeant Baynes Barron, only survivor of another unit, joins them. The officer is suspicious of Russell and informs him that his story is phoney and that he'll face a court martial. Russell kills him and assumes command. When he learns that the fighting has ended, he doesn't tell the others in the squad, continuing to kill enemy soldiers whenever possible. Barron suspects Russell but can't prove anything. The enemy returns fire, killing all save Barron and a young girl survivor whom they liberated. Reinforcements arrive and with Russell dead, Barron sees no point in revealing his suspicions.

X-RAY: There's some action, suspense, and drama to be found in this tale that reports on what happens to a soldier, who seeks glory regardless of the consequences. It is well-made with the acting, direction, and production capable. It should do okay as a supporting feature, although there are some scenes that are unpleasant, a fact that is made known to audiences beforehand in an opening statement by ex-war hero Audie Murphy.

AD LINES: "Men In War In Korea Go Through Hell;" "Action In The Korean Front Lines."

BUENA VISTA

The Misadventures Of Merlin Jones

COMEDY
88M.

Buena Vista
(Technicolor)

ESTIMATE: Fairly amusing entry.

CAST: Tommy Kirk, Annette, Leon Ames, Stuart Erwin, Alan Hewitt, Connie Gilchrist, Dal McKennon, Norman Grabowski. Directed by Robert Stevenson; associate producer, Ron Miller; a Walt Disney Presentation.

STORY: College student Tommy Kirk always seems to be in difficulty with Judge Leon Ames. When a policeman arrests him for creating a traffic hazard while driving with a wired helmet, Ames disregards his plea that he was conducting a scientific experiment and suspends his license. Kirk's girl, Annette, urges him to fight. In trying to explain the equipment to his professor, an accidental shock gives him a charge which permits him to read people's minds. One he reads is that of Ames, who is contemplating a robbery. Kirk passes this to police captain Stuart Erwin, who thinks he's nuts until he shows him he really can read minds. He even helps him break down a murderer into confessing. It turns out that Ames is a mystery book writer who is popular with book buyers and who wants to maintain his incognito and personal life. Kirk next gets interested in hynosis and is encouraged after trying it on animals successfully. Ames becomes interested and plans on using it in his next book so he requests Kirk to help him. Kirk puts him under and persuades him to steal a school chimp. Kirk is arrested when he attempts to return the animal to the school lab, but he refuses to inform on Ames, who doesn't remember his part in the plan. Annette informs Ames when he is about to impose a harsh sentence on Kirk, and Ames dismisses the charges, agreeing that each should be more compassionate in passing judgment on others.

X-RAY: There are a number of cute and amusing scenes to be found in this latest Disney presentation, which should find favor with most family audiences and/or the youngsters. It will make up well as part of the show. Performances are average, as are the direction and production. A bit faster pacing would have improved the end result which is on the slow side. The screenplay is by Tom and Helen August, based on a story by Bill Walsh. Annette sings a song based on the title, which is catchy.

TIP ON BIDDING: Disney program rates.

AD LINES: "Fun For All The Family"; "He Was A Kook Everybody Liked."

COLUMBIA

Love On A Pillow

DRAMA
102M.

Columbia
(Royal Films International)
(Color — Franscope)
(Made in France) (Dubbed in English)

ESTIMATE: Depends on star draw.

CAST: Brigitte Bardot, Robert Hossein, James Robertson Justice, Bernadette La Font, Yves Barsacq, Christian Melsen, Jacqueline Porel, Michel Serrault, Robert Dalban, Jean-Marc Bory, Ursula Kubler, Jean-Marc Tennberg. Produced by Francis Cosne; directed by Roger Vadim.

STORY: Wealthy heiress Brigitte Bardot prevents the suicide of penniless Bohemian Robert Hossein while on a visit to Dijon. He latches on to her and cuts her off from her fiance and her strait-laced upbringing. She meets philosopher-sculptor James Robertson Justice at a Bohemian party. She is frightened as well as aroused over her affair until Hossein finally leaves her for a prostitute. Bardot seeks solace at the Italian villa of Justice, where she is finally found by Hossein, who pleads with her to marry him.

X-RAY: This trashy insight into French Bohemianism, elaborately produced and directed in wide-screen and color, will have to rest on the box office draw of its sex-kitten star, who once again disports herself in the nude during some passion-packed love scenes. There is nothing much to the story, with Robert Hossein most disagreeable in the male lead, and James Robertson Justice wasted in a supporting role. It's strictly adults only film fare, perhaps best suited for sophiticated metropolitan audiences and art spots. The dubbing is passable. Condemned (C) by the Legion of Decency.

AD LINES: "The Screen Sizzles With Uninhibited Bardolatry!"; "The Heart Can Accept A Great Deal That The Mind Can Not."

The Swingin' Maiden

COMEDY
81M.

Columbia
(British-made)

ESTIMATE: Fair supporting feature.

CAST: Michael Craig, Anne Helm, Jeff Donnell, Alan Hale, Noel Purcell, Cecil Parker, Roland Culver, Joan Sims, John Standing, Brian Oulton, Sam Kydd, Judith Furse, Richard Thorp. Produced by Peter Rogers; directed by Gerald Thomas.

STORY: Michael Craig, jet plane designer, lets nothing stand in his way of pursuing his hobby, the care and driving of an ancient steam traction engine in competitive races, etc. He is even delayed attending the test flight of his newest plane, and board chairman Cecil Parker is forced to fetch him. Parker is particularly anxious for things to go smoothly as an American plane company head, Alan Hale, is arriving to order some planes either from Parker or his closest competitor. Hale arrives with his wife, Jeff Donnell, who is seeking to meet royalty, and their daughter, Anne Helm. Enroute from the airport in their Cadillac, they run into Craig's steam engine and have to leave their car. Hale is impressed with Craig's plane, but not with the fact that Craig is the designer until he gets to know him better. Helm, too, has several run-ins with Craig, none of which are favorable. His hobby eventually gets Craig fired, which makes Helm feel sorry, and she tries to heal the breach between him and Parker, but it only results in more trouble. Helm gets a spanking, which brings Hale on the run. He is intrigued by the steam engine and winds up helping Craig. They win the big race after an assist from Helm. Helm and Craig wind up in love. Hale orders his plane, and Craig is reinstated at his job.

X-RAY: This is a pleasant programmer that offers a lightweight plot and some neat scenes showing the English countryside. The acting is adequate, with the presence of Americans Alan Hale and Jeff Donnell to help. Direction and production are okay. The screenplay is by Vivian Cox and Leslie Bricusse, based on a story by Harold Brooks and Kay Bannerman.

Ad Lines: "This Gal Didn't Know Whether She Was Comin' Or Goin'"; "A Fun-Filled Tale of a Plane Designer and His Two Loves."

MGM

Children Of The Damned

Drama
90M.

MGM
(English-made)

Estimate: Superior suspense shocker is worthy sequel to "Village of the Damned."

Cast: Ian Hendry, Alan Badel, Barbara Ferris, Alfred Burke, Sheila Allen, Ralph Michael, Martin Miller, Harold Goldblatt, Patrick White, Andre Mikhelson, Bessie Love; the children—Olive Powell, Lee Yoke-Moon, Roberta Rex, Gerald Delsol, Mahdu Mathen, Frank Summerscale. A Lawrence P. Bachmann Production; directed by Anton M. Leader; produced by Ben Arbeid.

Story: A UNESCO project testing the intelligence of children throughout the world results in the startling discovery that six children from various nations possess super-intellect. The youngsters are all brought to London and the investigation is in the hands of UN psychiatrist Ian Hendry and geneticist Alan Badel. The six children are telepathic, and each leaves his embassy. They gather together in an old London church and refuse to be separated again. Their power is enormous, and the various governments soon fear that the country that controls the children will rule the world. The children react only when attacked and devise a terrible secret electronic weapon that wreaks havoc on a band of gunmen who try to capture them. The various governments decide that the good of mankind will be served by destroying these super-children. Hendry objects, but a massive military campaign is launched against them. The operation is accidentally triggered by a junior officer, and the children are destroyed. They might have brought the world new hope through their great knowledge, but man turned on them and destroyed them.

X-Ray: This is a fascinating, often shocking suspense feature that takes up where MGM's highly successful "Village of the Damned" left off. There are no names, but performances are uniformly fine, particularly by the six children. Science fiction fans, and there are plenty, will find this right up their alley, and its appeal will be even broader than that. The film raises some provocative points about present-day civilization that should provide viewers who enjoy something different with considerable food for thought. Special effects are good, and suspense builds well throughout. All in all, this is a superior programmer that should please wherever it is seen. Screenplay is by John Briley, based on the characters created by John Wyndham.

Tip on Bidding: Fair program rates.

Ad Lines: "Damned By Their Diabolical Power To Destroy The World . . . Beware Eyes That Paralyze"; "All New Suspense Shocker . . . Even More Unearthly Than 'Village Of The Damned'."

Mail Order Bride

Comedy
85M.

MGM
(Panavision)
(Metrocolor)

Estimate: Appealing western comedy with different twist.

Cast: Buddy Ebsen, Keir Dullea, Lois Nettleton, Warren Oates, Barbara Luna, Paul Fix, Marie Windsor, Denver Pyle, Bill Smith, Kathleen Freeman, Abbagail Shelton, Jimmy Mathers. Produced by Richard E. Lyons; directed and screen play by Burt Kennedy.

Story: Middle-aged ex-lawman Buddy Ebsen rides into a Montana town with the purpose of taming wild youngster Keir Dullea, son of a dead friend. Ebsen has the deed to the ranch, which will go to the boy only when Ebsen thinks he has matured enough to handle the responsibility. Ebsen decides that Dullea should be married, and seeks a bride for him from advertisements in a mail-order catalogue. One of the advertisers is saloon-owner Marie Windsor, who appeals to Ebsen but is far too old for Dullea. A young widow, Lois Nettleton, works for Windsor, and Ebsen decides she is right for Dullea. She also has a young son. Ebsen forces the marriage, and Dullea goes through with it because there is no other way to get rid of Ebsen. He tells Nettleton that it will be a loveless marriage, and she agrees, being interested primarily in security for herself and her son. Dullea makes a great pretense of reforming, building a house and working on the land. He and Nettleton get along quite well, and he likes the youngster, too. However, he continues to run with a wild band of friends, led by Warren Oates, who have been rustling his cattle after getting him drunk. They convince him that Ebsen has no intention of ever giving him his ranch and Dullea decides to help rustle his own herd. Oates sets fire to the house, and Nettleton's son is trapped there. Dullea and Ebsen save him, and a chastened Dullea asks Ebsen to help him recapture the herd. Oates is killed in a gun battle. The cattle are found, and Dullea and Nettleton are truly in love. Ebsen can ride away, perhaps to claim Windsor as his own mail-order bride.

X-Ray: This is a warm, appealing western comedy with a different twist. Performances are generally fine, with Ebsen and Nettleton standouts. Production and direction are capable, and all in all, this shapes up as a programmer that should win favorable audience response. There are a few sequences which might restrict its showing to youngsters, and this is unfortunate since it is basically the kind of a film that all the family can appreciate. Color is good, and the slight story holds interest throughout. This is generally very pleasant viewing.

Ad Lines: "He Tamed This Wild Maverick With A Mail-Order Bride"; "Buddy Ebsen As A Lawman With A Romantic Mission As A Western Cupid."

UNIVERSAL

Man's Favorite Sport?

Comedy
120M.

Universal
(Technicolor)

Estimate: Cute comedy.

Cast: Rock Hudson, Paula Prentiss, Maria Perschy, John McGiver, Charlene Holt, Roscoe Karns, James Westerfield, Norman Alden, Forrest Lewis, Regis Toomey. Directed and produced by Howard Hawks; associate producer, Paul Helmick.

Story: Rock Hudson, chief fishing equipment salesman for Abercrombie and Fitch in San Francisco, and author of a best seller on fishing, is ready with advice to good customer Roscoe Karns and others on how to proceed with a forthcoming fishing tournament. General manager John McGiver summons him to the office and introduces him to Paula Prentiss, daughter of the owner of the lodge and lake where the tournament is to take place, and Maria Perschy, press agent. He insists that Hudson compete for the honor of the store and also to lend a "name" to the contest. Hudson tries to get out of it to no avail and later admits to the girls that he is a fraud, having never fished and not caring for the finny creatures in any form. He finally enters and decides to get up early so that Prentiss can give him some pointers. He and Prentiss are caught in some compromising situations by Hudson's fiancee, and she breaks their engagement. During the tournament, he catches a number of good-sized fish purely by accident and does wind up winning the tournament. Prentiss urges him to return the trophy and confess all, a solution he had reached anyway even though it means his being fired by McGiver. The latter reconsiders, figuring the store will benefit from the equipment used. Prentiss and Hudson realize they are in love, and all ends happily.

X-Ray: There must be several million fishing enthusiasts, and each could be a potential customer once the word gets around that Rock Hudson's alleged favorite sport in this film is fishing and not women, although they are not neglected. For the admirers of screen fun, there are bits and pieces that are enjoyable and amusing, and the whole is dressed in enhancing color. The cast accomplishes its objective for the most part, and direction and production are good, although tighter editing would have made the end result even better. Hudson departs from his sophisticated stand and takes up with slapstick. There is a song based on the title heard over the main title. The screenplay is by John Fenton Murray and Steve McNeil, from a story by Pat Frank. It should do okay as part of the show, with "names" and trimmings to help.

Tip on Bidding: Higher bracket.

Ad Lines: "The Fun Fest Of The Season"; "Everybody Is Entitled To At Least One Sport And Rock Hudson Had His—Fishing—Until The Right Gal Hooked Him."

WARNERS

The Man From Galveston

Western
57M.

Warners

Estimate: Short feature is okay dualler.

Cast: Jeff Hunter, Preston Foster, James Coburn, Joanna Moore, Edward Andrews, Kevin Hagen, Martin West, Ed Nelson, Karl Swenson, Grace Lee Whitney, Claude Stroud, Sherwood Price, Arthur Malet, Marjorie Bennett. Produced by Michael Meshekoff; directed by William Conrad; executive producer, Jack Webb.

Story: Circuit Court comes to a frontier Texas town bedecked in carnival atmosphere. Among those present are lawyer Jeff Hunter; judge Preston Foster; deputy James Coburn; shady characters Sherwood Price and Ed Nelson. Joanna Moore, now married to Kevin Hagen, is a woman who had a past in Galveston. Nelson, who knew her then and still covets her, urges her to run away with him. This leads to a fight between Nelson and Hagen, with Hunter intervening and becoming Moore's counsel. It develops that Price is to testify falsely against Moore at the request of Nelson. Hunter confuses the witness and orders Price to leave town. Before he does, he is murdered. Both Moore and Hagen "confess" to the murder, but Hunter tricks Nelson into a confession. He is held for trial.

X-Ray: It is suspected that this brief programmer was originally intended for television and then converted to a feature release. No time is given to character buildups, and the legal shenanigans of the smart-alec lawyer consequently do not have much depth. Other supporting characters are sketchily drawn in cliche fashion. Everything is shot in the studio and although this is a western, there are no exteriors. The screenplay is by Dean Riesner and Michael Zagor. There are moments of suspense in the courtroom sequences, and this will do as part of the program with a longer main feature.

Ad Lines: "The Man Who Brought Law And Order To The Lone Star State"; "The Bullet Wasn't Made That Could Stop Him!"

MISCELLANEOUS

Madmen Of Mandoras

Melodrama
74M.

Crown International

Estimate: Okay programmer.

Cast: Walter Stocker, Audrey Caire, Carlos Rivas, Dan Lynn, Scott Peters, Marshall Reed. Produced by Carl Edwards; directed by David Bradley.

Story: In the closing moments of World War II, Adolph Hitler has a team of doctors dissect his head from his body and devise a system for keeping it alive in a glass cylinder. Hitler escapes from Germany with a few henchmen, and goes into hiding in the Latin country of Mandoras. With the help of a powerful paralytic gas, he hopes to carry out his plans to conquer the world. An American scientist, however, has discovered an antidote for the poisonous gas, and the Fascists kidnap him hoping they can force him to divulge its formula. The scientist's daughter and son-in-law go to Mandoras, get involved in a series of banana war intrigues, and succeed in freeing the scientist, liberating the captive country, and destroyng the head.

X-Ray: After an interesting beginning, the storyline is saddled by production limitations. Performances, direction, and photography are passable and the action well paced. Should maintain interest and satisfy the undemanding.

Ad Lines: "The Incredible Plot To Conquer The World;" "Hitler Lives To Threaten Civilization."

The Skydivers

MELODRAMA
75M.

Crown International

Estimate: Strictly filler for duallers.

Cast: Kevin Casey, Eric Tomlin, Marcia Knight, Tony Cardoza. Produced by Anthony Cardoza; written and directed by Coleman Francis.

Story: Ex-GI Kevin Casey and his wife, Marcia Knight, are operators of a skydiving school. Casey is joined by his army buddy Eric Tomlin, also drawn to the free fall parachuting feats of the skydivers. Casey's operation is threatened by a poor little rich girl who will stop at nothing to get her way. Tomlin is attracted to Knight, and makes a pass at her, straining the situation further. A big night jump is scheduled—the first activity after the school was closed by authorities due to the death of a thrill-happy jumper who wanted to wait until the last moment to open his chute. Casey's chute is damaged when the girl and an accomplice pour acid into his pack before the jump, and he is killed. The law hunts down the murderers, and they too die a violent death.

X-Ray: Those drawn to the skyjump craze may find the aerial scenes of interest. Script, acting, and direction are substandard, and on the whole, there is little to recommend the production save the timely subject. Strictly filler for the program.

Ad Lines: "Daring Death With Every Leap;" "Daredevils Of The Sky."

FOREIGN

Invitation To Murder

MELODRAMA
65M.

Atlantic Pictures Corp.
(English-made)

Estimate: Okay private investigator programer.

Cast: Robert Beatty, Lisa Daniely, Catherine Fellar, Douglas Wilmer, Joan Howlett, Ernest Thesiger, Bud Knapp, Denis Shaw, Guy Kingsley Poynter, Keith Pyott, Olga Dickie. Produced by Harry Alan Towers; directed by Robert Lynn.

Story: Bed-ridden millionaire Ernest Thesiger has made a will naming among heirs and beneficiaries his nieces, Lisa Daniely and Catherine Fellar; his secretary, Guy Kingsley Poynter; and his attorney, Bud Knapp. Since the survivor among his heirs will inherit his estate, this is, in fact, an invitation to murder. Before Thesiger is murdered, Knapp sends for private investigator Robert Beatty, who swings into action and finally solves the mystery, which has involved all and pointed the finger of suspicion at many.

X-Ray: Shot mainly on location on the French Riviera, this private investigator programmer holds the interest well and can boast a top performance by Robert Beatty in the lead. There is plenty of action and a bit of romance, with the story quite ingenious and involving a likely group of suspects.

Ad Lines: "A Spine Chilling Suspense Thriller"; "Terrifying Suspense On The French Riviera."

Knife In The Water

DRAMA
95M.

Kanawha Films, Ltd.
(Polish-made)
(English titles)

Estimate: Compelling psychological drama for art spots.

Cast: Leon Niemczyk, Jolanta Umecka, Zymgunt Malanowicz. Produced and directed by Roman Polanski.

Story: A sportswriter and his wife on their way to a day's sailing pick up a hitch-hiking student. Leon Neimazyk, the sportswriter, sees in the brassy youth something of a challenge. They invite him to join them. The husband makes sport of the boy's inexperience as a sailor. The day becomes a contest created by the sportswriter. Jolanta Umecka, his wife, is unwittingly drawn into the web and the triangle emerges. The intense conflict between the husband and student erupts into a fight in which the boy is knocked overboard. The husband thinks him drowned and strikes for shore to get help, leaving his wife aboard the yacht. Malanowicz, who was concealing himself behind a buoy, returns to the yacht. Preemptories ensue, suggesting the love-making later confessed by the wife. She then drops the boy ashore and finds her husband. He has not gone to the police and believes he has murdered the boy. She tells him what happened, but he dismisses it. The film closes with the couple sitting in their car at a fork in the road. In one direction lies a police station—in the other?

X-Ray: A nude, raw drama both in costume and plot, the film examines what happens when aggression is permitted to mount, channeled only by the arbitrary rules of conduct "sportsmen" create. The desire of the sportswriter to best his novice opponent exposes itself as a thinly veiled substitute for the destructive urge. The audience, and only other person in the cast, is the sportswriter's comely wife. The charged atmosphere aboard the yacht suggests mating season when the males of the species are at each other's throats. Animals stop short of killing their opponent. Man, as the film illustrates, does not know quite where the game leaves off. The youth, anxious to impress the writer's wife, allows himself to be drawn into the game of follow the leader. There is a clear disparity in the two until the hitch-hiker pulls a heavy, switchblade knife. With the knife, the boy appears as much more of a threat. The man goads him into a succession of humiliations until one feels the youth would do anything to save face. The most stunning aspect of the film is the portrait it creates of the veneer being slowly stripped from three people, only one of whom, the woman, emerges as a compassionate, civilized human being. Director-producer Polanski appears to have found an adequate reflector for their sterile lives in the gloomy, desolate lake they sail in the film.

Ad Lines: "Holds You At Knifepoint;" "Polish Psychological Chiller."

Moderato Contabile

DRAMA
95M.

Royal Films International
(French-made)
(English titles)

Estimate: Dull import.

Cast: Jeanne Moreau, Jean-Paul Belmondo, Didier Haudepin, Valeric Dobuzinsky. Produced by Raoul J. Levy; directed by Peter Brook.

Story: As Jeanne Moreau accompanies her young son to his piano lesson, she is attracted by screams to a cafe where a young woman is slain by her lover. It brings home to her that her life has been placid. She meets Jean-Paul Belmondo, who works in her husband's factory and who has always admired her from a distance. They talk and talk and talk, and while she begins to have feelings for him, he decides that he had better leave. She winds up going back to her husband.

X-Ray: A dismal, slow-moving story is this one dedicated to personal unrest on the part of a married French matron. The surroundings are bleak and uninspiring, emphasizing the lack of motion and pace in the slight tale. The cast moves through its assignment with a minimum of effort, and direction and production are fair. Even art house devotees will be hard-pressed to find anything rewarding here. The screenplay is by Marguerite Duras and Gerard Jarlot, based on a novel by Duras.

Ad Lines: "She Tired Of Home And Family But Couldn't Find A Satisfactory Lover"; "An Unusual Story About An Unusual Woman."

Therese

DRAMA
107 M.

Pathe
(French-made)
(English titles)

Estimate: Fair offering for art spots.

Cast: Emmanuele Riva, Philippe Noiret, Edith Scob, Sami Frey. Directed by Georges Franju.

Story: Emmanuele Riva is tried on charges of having attempted to poison her husband, Philippe Noiret, but her father's influence succeeds in getting the charges dismissed. She tries to recall why she did it on the ride home but can't find the answer too readily. Was it because she really didn't want to marry him or because he became between her and the friendship she had for Noiret's sister or because he coddled himself too much, fearful of death and pain? She gave him more of his medicine than he should have which resulted in the charges. When she is met by Noiret at home, he orders that they preserve the honor of the name and make outward appearances together, but at home she will be isolated and not even permitted to look after their daughter. She wastes away, remaining in bed after Noiret leaves until she is a pathetic figure. When he comes home for a visit, he takes pity on her and permits her to come to Paris to live alone.

X-Ray: Audiences may tend to tire of the characters herein and their not very important problems. The story is moderately interesting; the performances are adequate, and the direction and production are fair. It could serve as filler in the art spots. The screenplay is based on the novel, "Therese Desqueyroux," by Francois Mauriac.

Ad Lines: "Why Did She Want To Poison Her Husband? Don't Miss The Dramatic Answer"; "Why Was She Kept A Prisoner In Her Own Home? The Answer Could Be A Real Shock."

To Bed—Or Not To Bed

COMEDY DRAMA
103M.

Continental
(Italian-made)
(English titles)

Estimate: Well-made import.

Cast: Alberto Sordi, Bernhard Tarschys, Inger Sjostrand, Ulf Palme, Ulla Smidje, Gunoild Gustavson, Barbo Wastenson, Gunilla Elm-Tornquist, Lauritz Falk. Produced by Dino De Laurentiis; directed by Gian Luigi Polidoro.

Story: Alberto Sordi, Italian fur buyer, heads for Stockholm to attend a fur-buying auction. It is his first long trip from the small Italian town where he and his family have lived a conventional life. He has visions of being overwhelmed by attractive Swedish women. Open smiles greet him and he is encouraged. An attractive girl he meets in the street is friendly, but he leaves fast when

(*Continued on page* 5128)

ALPHABETICAL GUIDE TO 136 Features Reviewed

This index covers features reviewed thus far during the 1963-64 season in addition to features of the 1962-63 season, reviewed after the Issue of Aug. 21, 1963.—Ed.

A

Act One—110m.—WB 5119
All Of Me—73m.—Misc. 5122
All The Way Home—103m.—Para. 5095
America America—174m.—WB 5121
Any Number Can Win—111m.—MGM 5102
Aatom Age Vampire—87m.—For. 5123

B

Battle Of The Worlds—84m.—Misc. 5119
Best of Cinerama, The—142m.—Misc. 5122
Billy Liar—96m.—For. 5123
Beauty And The Beast—77m.UA 5095
Bell, Bare and Beautiful—64m.—Misc. 5106

C

Captain Newman, M.D.—126m.—U 5103
Cardinal, The—175m.—Col. 5101
Castillian, The—103m.—WB 5099
Ceremony, The—105m.—UA 511B
Charade—114m.U. 5095
Chushingura—105m.—For. 5106
Children Of The Damned—90m.—MGM 5126
Clown And The Kid, The—66m.—UA. 5091
Comedy Of Terrors, The—B6m.—A-I 5117
Condemned Of Altona, The—114m.—Fox 5090
Conjugal Bed, The—87m.—Emb. 5094
Court Martial—B2m.—UA 5098
Creation Of The Humanoids, The—75m.—Misc. .. 5099
Cry Double Cross—65m.—For. 5123
Cry Of Battle—99m.—UA 5097

D

Daughter Of The Sun God—75m.—Misc. 5103

E

Easy Life, The—105m.—Emb. 5121
Erik The Conqueror—81m.—A-I 5113

F

Family Diary—114m.—MGM 5113
Fantasia—117m.—BV—RE. 5097
Farewell To Arms, A—Re.—123m.—Fox 5090
4 For Texas—124m.—WB 5122
French Game, The—86m.—For. 5103
Fun In Acapulco—100m.—Par. 5109
Fury At Smugglers Bay—92m.—Emb. 5117

G

Giant Of Metropolis, The—92m.—For. 5123
Gone Are the Days—97m.—Misc. 5106
Gun Hawk, The—92m.—AA 5097
Gunfight At Comanche Creek—90m.—AA 5113

H

Haunted Palace, The—85m.—A.I 5089
Heavenly Bodies—60m.—Misc. 5092
Hootenanny Hoot—91m.—MGM 5089
Hot Money Girl—81m.—For. 5103
Householder, The—100m.—For. 5103

I

Incredible Journey—80m.—BV 5101
In The French Style—105m.—Col. 5093
Invincible Gladiator, The—96m.—For. 5123
Invitation To Murder—65m.—For. 5127
It's A Mad, Mad, Mad, Mad World—194m.
—UA—Cinerama 5109

J

Johnny Cool—101m.—UA 5091
Julie, The Redhead—100m.—For. 5106

K

Kings Of The Sun—10Bm.—UA 5118
Knife In The Water—95m.—For. 5127

L

Ladies Who Do—B5m.—For. 5123
Ladybug, Ladybug—B4m.—UA 5119
La Poupee—90m.—For 5096
Lord Of The Files—90m.—For 5092
Love On A Pillow—102m.—Col. 5125
Love With The Proper Stranger—100m.—Par. ... 5118

M

Madmen Of Mandoras—74m.—Misc. 5126
Mail Order Bride—B5m.—MGM 5126
Man From Galveston, The—57m.—WB 5126
Man In The Middle—94m.—Fox 5121
Man's Favorite Sport?—120m.—U 5126
Maniac—B6m.—Col. 5101
Mary, Mary—126m.—WB 5091
Mc Lintock—127m.—UA 5112
Misadventures Of Merlin Jones, The—BBm.—BV 5125
Moderato Contabile—95m.—For 5127
My Life To Live—85m.—For 5100
Mill Of The Stone Women—94.—For. 5104
Monstrosity—67m.—Misc. 5099
Move Over Darling—103m.—Fox 5115
Muriel—115m.—For. 5106
My Son, The Hero—111m.—UA 5095
My Son The Vampire—72m.—For. 5120

N

Naked Autumn—98m.—For. 5115
New Kind Of Love, A—110m. Par. 5090

O

Of Love And Desire—97m.—Fox 5090
Old Dark House, The—86m.—Col. 5102
1000 Shapes Of A Female—79m.—Misc. 5122

P

Pair of Briefs, A—90m.—For. 5106
Palm Springs Weekend—100m.—WB 5105
Paris Pick-up—90m.—Par. 5114
Pirate And The Slave Girl—86m.—For. 5115
Playgirls International—70m.—Misc. 5115
Please, Not Now!—76m.—For. 5115
Prize, The—135m.—MGM 5114
Promises! Promises!—75m.—Misc. 5096
Pyro—99m.—A-I 5113

R

Raiders,The—75m.—U. 5119
Reach For Glory—89m.—Col. 5093
Resurrection—148m.—For. 5107
Running Man, The—103m.—Col. 5094

S

Siege Of The Saxons—85m.—Col. 5089
Skydivers, The—75m.—Misc. 5127
Small World Of Sammy Lee, The—105m.—For ... 5092
Soldier In The Rain—88m.—AA 5109
Son Of Captain Blood—8Bm.—Par. 5114
Sound Of Laughter, The—75m.—Misc. 5122
Sound of Trumpets, The—90m.—For. 5107
Square Of Violence—96m.—MGM 5098
Steppe, The—100m.—For. 5107
Stolen Hours—100m.—UA 5098
Suitor, The—B3m.—For. 5107
Summer Holiday—100m.—A-I 5105
Sunday In New York—105m.—MGM 5117
Sunswept—65m.—For. 5120
Strait-Jacket—B9m.—Col. 5121
Swingin' Maiden, The—B1m.—Col. 5125
Sword In The Stone, The—75m.—BV 5097

T

Take Her, She's Mine—98m.—Fox 5102
Terrified—70m.—Misc. 5119
Terror, The—B1m.—A-i 5093
Three Lives Of Thomasina, The—97m.—BV 5117
Third Of A Man—80m.UA 5091
3 Stooges Go Around The World In A Daze, The—
94m.—Col. 5089
Therese—107m.—For. 5127
Thunder Island—65m.—Fox 5098
Tiara Tahiti—100m.—For. 5116
To Bed—Or Not To Bed—103m.—For. 5127
Tom Jones—113m.—UA 5100
20,000 Leagues Under The Sea—127m.—BV—RE . 5098
Twice Told Tales—119m.—UA 5099
Twilight Of Honor—104m.—MGM 5094
Two Nights With Cleopatra—80m.—For. 5107

U

Under The Yum Yum Tree—110m.—Col. 5098

V

Victors, The—175m.—Col. 5105

W

War Is Hell—81m.—AA 5125
War Of The Buttons, The—92m.—For. 5124
Walleyed Nippon—90m.—For. 5104
Wheeler Dealers, The—106m.—MGM 5094
Who's Been Sleeping In My Bed?—103m.—Par. . 5114
Who's Minding The Store?—90m.—Par. 5114

X

X—The Man With The X-Ray Eyes—80m.—A-1 .. 5093

TO BED—OR NOT TO BED

(Continued from page 5127)

he finds out she is only 13. At a cafe patronized by Italians, he is encouraged by the way boys and girls pair up. He meets an attractive girl, who accepts an invitation to visit his hotel room for a drink. After some conversation, she leaves. After he settles into bed, a group of candle bearing girls with food and drink appear as the custom of the season, leave him a bit of nourishment, and then disappear, leaving him frustrated. He takes care of his business and goes to the Nobel Prize presentations, but is soon bored. There he meets an attractive woman, who invites him home. He finds a party in progress and that she has a husband, who is broad minded. He accepts an invitation to remain overnight and again sleeps alone. The next day, with another girl, he winds up in a steam-room naked with other people, followed by a roli in the snow. Another girl invites him for a ride, and they wind up on a frozen lake with numerous cars battering each other. The ice under them threatens to go, and they are rescued by a helicopter. After this, he is happy to be heading home to wife and family.

X-Ray: This excursion into fun is one that many a home-body who gets away goes through, and audiences should sympathize with fine comedian Alberto Sordi at what he goes through. They will also get many a laugh out of his frustrations, in addition to getting enjoyment from the scenic wonders of Sweden as captured by the expert cameramen. The entry is well-made as regards performances, direction, and production, and it should please art and specialty house audiences. It received the 1963 Golden Bear Award at the Berlin Film Festival as the best picture. The story and screenplay, which holds interest throughout because it is novel, is by Rodolfo Sonego.

Ad Lines: "Girls . . . Girls . . . Girls Everywhere But Nary A One For Our Adventurer"; "What Does A Married Man Do Away From Home? Don't Miss His Misadventures In Sweden."

EXPLOITATION

***ACTUAL PROMOTIONS** from the fertile minds of exhibition and distribution that can be applied with profit to the theatre situations.*

This special section is published every-second-week as a separately bound, saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each saveable section represents current submissions by theatremen and promotion plans from distributors that have originality and ticket selling force. Exhibitors are invited to submit campaigns on specific pictures or institutional ideas. Add EXPLOITATION to your permanent theatre library. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna.—19107.

JANUARY 22, 1964 SECTION THREE Vol. 71, No. 2

Ladies' Home Journal "My Fair Lady" Issue

A unique demonstration of cooperation between the motion picture and publishing industries was given recently on the stage of the Mark Hellinger Theatre in New York when the Ladies' Home Journal and Warner Bros. joined in a "My Fair Lady" first-of-its-kind promotional presentation to representatives of daily newspapers, syndicates, radio, television and the film and advertising press.

The occasion marked the introduction of the "My Fair Lady" issue of the Ladies' Home Journal. The 6,677,000-circulation magazine devotes virtually its entire two-month (January-February) winter issue to the Warner Bros. motion picture. More than 100 pages, including every department in the magazine, follows the "My Fair Lady" theme. Included are exclusive photographs and a diary by Cecil Beaton, world-famed production designer of the film, as well as "My Fair Lady" features on food, fashion, beauty and decorating.

The Journal's cover, which shows Audrey Hepburn in one of Beaton's remarkable hats for the film, carries the headline: "1964—The Year of 'My Fair Lady.'" The magazine explains that "My Fair Lady" styles are expected to dominate the year's fashion trends.

As a highlight of the presentation, six of Beaton's original costumes, valued at more than $15,000 were displayed by mannequins.

Richard Lederer, vice-president of Warner Bros. and the company's director of advertising and publicity, expressed his admiration for the Journal issue and said it was a fitting tribute to the greatest film in WB history.

J. Michael Hadley, publisher of the Journal, greeted the guests, as did the magazine's editor-in-chief, Davis Thomas.

The presentation took place at the Hellinger Theatre, where the original stage production of the Alan Jay Lerner-Frederick Loewe musilcal opened eight years ago.

Want To Win Trip To N. Y.?

A contest open to all theatre managers in the United States and Canada is being conducted by Allied Artists for the best exploitation campaign on the Jackie Gleason-Steve McQueen starrer "Soldier in the Rain."

The winning exhibitor will receive an all expense paid trip for himself and a guest to New York City for two days and two nights. Among the highlights of the trip will be an opportunity to sit-in on the Jackie Gleason television show and rehearsals and to personally meet the entire cast.

A special four-page pamphlet explaining the contest in detail has been prepared and is available to exhibitors via Allied Artists branches. The competition begins immediately and ends April 15, 1964.

Buffalo Dep't Store Tie-Up Boosts Walt Disney's "Sword In Stone"

Tieing in with department stores isn't the easiest thing to do around the Christmas holidays, but Manager Joe Garvey of Schine's Granada theater in Buffalo accomplished the feat in great style for his playdate of Walt Disney's "Sword in the Stone," resulting in window, newspaper and in store displays.

W. T. Grant Co. lent the facilities of all of their plaza stores as well as downtown Buffalo in plugging the records. Albums were on sale in the theatre lobby, with a percentage to the theatre for handling. A.M.&A. and Hengerer department stores gave up good space in their plazas and downtown stores plugging Disney toys and the movie.

Sattler's Department Store tied in with the Disneyland Exhibit at the forthcoming World's Fair in New York, as Garvey promoted the works for a child and parent. Transportation by Greyhound Bus, accommodations at Hotel Lexington for a weekend, plus $50 for added expenses for the lucky parent and child. The stunt was promoted by Sattler's in newspaper ads, and window and in store displays in all four outlets.

Empire News distributors gave 16 truck banners, promoting the pocket book edition. Two hundred window cards were distributed in downtown stores, music stores and book stores. Letters were sent by Garvey to all Unions, plants and organizations, announcing a 50¢ advance sale ticket for employees children.

Door panels were used in advance at the theatre and then moved to strategic traffic locations throughout the city during the engagement of the picture.

A cross plug trailer arrangement was made with the downtown Century Theatre, which used the full length NSS trailer.

Tieing in with the Mickey Mouse show on Channel 2, Garvey promoted dozens of toys, which were given away by Captain Bob, local TV personality, each with a full credit for "Sword in the Stone."

The Sunday Courier-Express of December 15 carried a two-page story in pics spread. The Ampol Eagle, popular local weekly, ran a Coloring Contest, with guest tickets being awarded to the 25 best entries. Radio Station WEBR ran a contest, awarding guest tickets to the first 25 listeners writing in, naming the characters in "Sword in the Stone."

Garvey's extra efforts paid off well as a new house attendance record was established during the first two weeks.

AIP Claims L.A. Morticians Need A Sense Of Humor

Los Angeles area morticians apparently have no sense of humor, frustrated American International Pictures publicists charged.

According to Milton I. Moritz, AIP publicity chief, he and his staff vainly offered to advance screen the company's new film, "The Comedy of Terrors," in which Vincent Price and Peter Lorre portray zany 19th Century morticians, to leading local mortuary officials.

AIP's premise, according to Moritz, was to give the morticians, who have been under attack from many quarters recently, a chance to show the public that they still have a sense of humor through enjoyment of the undertaking spoof.

American International's invitation to screen the terror comedy was refused in every case, with one prominent mortician even thratening a vague "lawsuit" against the company, according to Moritz.

Ladies' Home Journal "My Fair Lady" issue is admired by Warner Brothers' vice president Richard Lederer, right, at the Mark Hellinger Theatre, New York City, while publisher J. Michael Hadley and model Adrienne, wearing the Cecil Beaton "My Fair Lady" costume seen on the magazine cover, look on.

British Activities

by Jock MacGregor

The celebration of a 25th Anniversary of a theatre calls for something special. Donald S. Mawditt, of the ABC, Halifax, spent no less than seven months planning his campaign and claims that when analysed it represents no less than 10 separate ones and that his overall efforts in no way detached from his weekly publicity. First he set about producing a brochure and having decided on the format approached printers for the best quote. Next came the task of selling space to national and local advertisers at $45.00 a page and getting photos and messages from the Mayor and ABC managing director, D. J. Goodlatte. A page was devoted to staff photos. The brochure raised $420.00. Mawditt then discovered that a local firm, Pohlmann and Son was celebrating its 200th Anniversary and approached the managing director. He agreed to cooperate in a charity draw by preenting a TV set, washing machine and refrigerator worth $560.00 and extensive advertising. 20,000 tickets were presented (more valuable than throwaways) and the prizes were displayed in the foyer. This resulted in a big build up over a long period. In this manner over $1,000 was raised. With the cooperation of head office, Cliff Elson brought actor Ronald Fraser to draw the prizes on the stage at the birthday celebration to which all the civic dignitaries were invited during personal visits by Mawditt and a reception was organized for the guests to meet the star. Front of house was specially decorated and a 25th Birthday cake was promoted from a local baker in return for a half page advertisment in the brochure. This was displayed in the foyer for the week and later presented to the hospital where with due ceremony it was handed over to the children's ward during visiting time. Mawditt and his assistant were later taken on a conducted tour of the hospital by the matron and introduced to each ward thereby providing a plug for the theatre. The many aspects of the campaign plus the film "Heavens Above" leant themselves to numerous press stories and admirable window displays.

Lee C. Prescott, of the Odeon, Bury, Lancashire, is not one of those part time showmen who plugs a film when the mood takes him or when head office is breathing down his neck. He is a 52 weeks in the year man and never a program escapes his imaginative efforts. His campaign for a 14 day booking of "The Great Escape" runs to 23 pages of typescript, snaps and press cuttings and covers countless stunts ranging from the routine and press book inspired to the highly imaginative, "80,000 Suspects" runs to 27 pages, "Savage Sam," 12 pages and "Jason and the Argonauts," 14 pages. In three instances he succeeded in creating news items which resulted in good press plugs such as a search for a local "Savage Sam" and the attendance of a local Pow escape at the theatre.

Fred Tyler, of the Empire, Coventry, cashed in on the local newspapers "Free Trip to New York Beauty Contest" when he discovered that one of the judges was to be Julie Christie, star of his forthcoming attraction, "Billy Liar." He immediately contacted the editor offering help and cooperation. Actually this was restricted to a display in the theatre foyer, but the paper carried impressive plugs for the movie over four weeks including a full page glamor pinup of the star in color plus theatre and film credits and playdate. Coventry's other star showman, G. Lockyer, of the Gaumont, also cashed in on a local newspaper when he read that a doctor was home on leave from Northern Nigeria and trying to raise $250,000 for his flying doctor service. He was playing "Doctor in Distress" and this was a natural. Lockyer invited him to appear on his stage and address the audience. He accepted and not only was he well received but an excellent press resulted.

Advance notice of a newsreel item enabled Albert E. Hallam, of the ABC, Old Kent Road, South London, a chance to plug the Pathe News Technicolor coverage of the England v The World football match. He immediately prepared larger posters to augment the usual contents bills. These were displayed on front of house and at South London's most important football ground, "The Den," the home of Millwall and only 300 yards from the theatre. To strengthen relations with this team, the management and players were invited to see the Pathe News as guests of the theatre.

A. G. Amies, of the Odeon, Peterborough, opens his "Taras Bulba" campaign report with a heartfelt plaint—". . . I would mention that first of all we were without means, otherwise more might have been achieved. However without any cash to spend we did what we could under the circumstances—namely a street stunt with a difference." A costumed rider who bore a strong likeness to Yul Brynner, rode some seven miles around the town. This was fully covered by Anglia TV which provided a further invaluable plug. The local paper reported that the gag misfired as the photographs had been ruined and that the Odeon Manager was offering two free seats of any snaps of the ride submitted—and that seems as good a way of making news as any! Rides in the Odeon were offered as prizes in a children's coloring contest published in the local paper. Which just goes to prove that money is no substitution for imagination and initiative in showmanship.

A. G. Cattell, of the ABC, Torquay, must have blinked when he read the film page in the Evening Herald and Express. The local critic was complaining that there were too many top class pictures at the same time. He was playing "Billy Liar" and the Odeon, "Tom Jones." Which the critic describes as "likely to be among the most successful British films of the year" and continues "What a pity that they have to show at the same time." That's a nice change from the usual complaints of the critics.

25TH ANNIVERSARY
ABC
TODAY
HEAVENS ABOVE!
TODAY

Donald Mawditt's front of house for the recent 25th anniversary of the ABC, Halifox, England.

Big Restaurant Chain Tie-Up Made By Famous Players Canadian

Famous Players Canadian Corporation, Ltd., has effected another promotion with the Steak N'Burger restaurant chain in Toronto which has been under way since late November.

At the four Steak N'Burger restaurants, strategically located in Toronto, the cashiers hand out coupons to each customer paying his bill. The coupon entitles the bearer to a discount of 25¢ on an adult admission pirce in 11 Famous Players' houses from Monday through Friday. The coupons are not accepted in houses with reserved seat presentation and the promotion concludes January 31st, 1964.

Bearing the caption "with the compliments of Famous Players' theatres" the doormen at the 11 Famous Players' theatres involved hand out special coupons to in-coming patrons entitling them to a 50¢ discount on a $1.99 dinner at a Steak N'Burger restaurant. The discount is good for the holder of the coupon and every member of his party.

Before the promotion is completed in January it is expected that 80,000 of the weekday discount coupons will be handed out and 150,000 of the dinner discount coupons will find their way into the hands of the public.

The Publicity Department designed special place mats for the tables of the Steak N'-Burger restaurants and 100,000 of these will be in use plugging Famous Players' theatres.

Steak N'Burger have to date placed two 500 line ads in the Star and Telegram designed by the Publicity Department and paid for by Steak N'Burger.

Radio time is being purchased by Steak N'Burger over station CKFH in Toronto.

Each manager and doorman was given a complimentary dinner by Steak N'Burger to acquaint them with the restaurants' service and food.

Each restaurant has a complete window display which carries the theme, "Cecil B. Spudburger is in the movie business now and he just loves the movies—particularly those shown in Famous Players' theatres—and suggests that you plan to see the following films soon in Famous Players' theatres." Here is listed current and coming product for Toronto.

All Steak N'Burger restaurants have movie atmosphere on the walls in the form of stills from current and coming pictures.

The cost of the promotion was for printing the discount tickets for theatres (the restaurants paid for the ones advertising a special discount for dinners) and the standees in the lobbies and restaurants.

Columbia Has Unique Trailers On "Strangelove" For TV And Theatres

Two of the most unique teaser trailer campaigns ever devised for a Columbia picture, one for TV and the other for theatres, will make their debuts this month in connection with the triple world premiere of Stanley Kubrick's sensational hot-line comedy, "Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb."

Utilizing a system of quick outs in all three creative areas of the trailers—film, sound and dialogue—the teaser trailer for "Dr. Strangelove" uses 40 different scene changes and eight different voices during the one-and-a-half minutes duration of the theatre teaser. Other versions of the trailer include a three-minute theatre reel, a 60-second TV trailer, three 20-second TV teasers and two versions at different lengths for British TV.

Designed by the prizewinning firm of Ferro, Mohammed and Schwartz, which achieved fame in their own right as the maker of the film sequences in the play "Oh Dad, Poor Dad," the trailers create an excitement generated by a frame-by-frame presentation of pictures, words, sound and dialogue. The effect creates a temptation to see the trailer again in order to understand the technique, which is geared to generate excitement.

The graphic design production firm also worked on the film's titles and credits and helped create various special effects in the Kubrick comedy. Awards to Ferro, Mohammed and Schwartz include the International Broadcasting Award for a TV commercial for The New York Times and an American Film Festival in New York Award for a U.S. Steel Corporation commercial.

Columbia Pictures plans to use the unique TV trailer in a saturation campaign for "Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb" during the weeks surrounding the premiere of the Columbia Pictures release in New York, Toronto and London and subsequent openings throughout the country.

Skydivers To Co-operate

Crown International Pictures has effected tie-ups with 17 skydiving clubs throughout the country in connection with local openings of "The Skydivers." Negotiations with additional exponents of the dangerous sport are now in progress.

Already lined up are Paranetics, El Monte, Calif.; Chart-A-Plane, Compton, Calif.; Perris Parachute Center, Perris, Calif.; Security Parachute, San Leandro, Calif.; Taft School of Sport Parachuting, Taft, Calif.; McElfish Parachute Service, Dallas; Silver Wing Para-Flite School, Fitchburg, Mass.; and Northeast Parachute, Forge Village, Mass.

Also Midwest Sport Parachuting Center, Dearborn, Mich.; Midwest Parachute Sales, Novi, Mich.; Tri-State Skydivers, Glenside, Pa.; Skydiving, Inc., Lumberton, N. J.; Snohomish Parachute Center, Snohomish, Wash.; Eddie Brown, Seattle; Jow Crane, Mineola, N. J.; and Tri-State Skydivers, New York City.

Crown has arranged with paracenters for cooperation with local exhibitors on "Skydivers" play dates.

SEJRHERRERNE
CINEMA

Columbia product recently dominated Copenhagen's Great White Way with "The Victors" at the World Cinema and "The Cardinal" at the Palads. All told, six Columbia films were playing in Danish first-run situations.

AIP Paperbacks

American International Pictures' has announced that Lancer Paperback Books is publishing three AIP top budget 1964 productions.

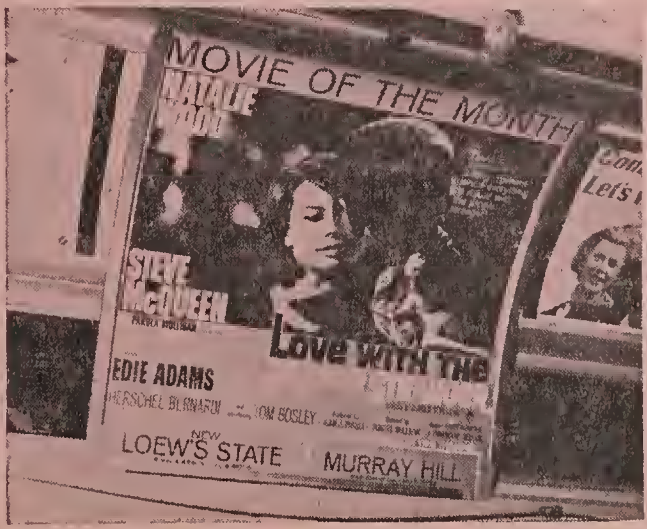
"The Comedy of Terrors" starring Vincent Price, Peter Lorre, Boris Karloff, Basil Rathbone and Joyce Jameson, is currently on the newsstands. "Comedy" will be followed by "Muscle Beach Party" starring Frankie Avalon, Annette Funicello, Luciana Paluzzi and Buddy Hackett, which is now in production in Hollywood, and Edgar Allan Poe's "The Masque of the Red Death," starring Vincent Price and Hazel Court, now shooting in England.

American International Pictures' "The Masque of the Red Death" will soon be issued in magazine form by Dell Comics.

Paramount Uses New Bus Cards

Paramount is using all of the 1,525 new streamlined New York City busses to plug "Love With The Proper Stranger," Loew's State and Murray Hill Theatres.

New Hi-Lite Squares, a new and larger size card 22 inches by 22 inches as compared with the conventional 21 inch bus card are used inside the busses and getting the picture's message around the five boros of the city—reaching an estimated 22,875,000 bus riders per month.



Paramount recently used new 22 inches x 22 inches "HiLite Squares" to advertise "Love With The Proper Stranger," Loew's State and Murray Hill, New York City, inside streamlined city buses.

Paula Prentiss On Tour

Paula Prentiss, co-starred with Rock Hudson in Universal's "Man's Favorite Sport?" the Howard Hawks Production in Technicolor, will do a month of advance promotional activity on the picture visiting 12 key cities and eight Florida situations in connection with the Miami World Premiere on January 30th and the February openings which follow.

Miss Prentiss will start a week of advance national promotional activity in New York doing press, syndicate, television and radio.

She will go to Florida on January 20th for 10 days of promotional activity in connection with the World Premiere and the Florida openings starting in Jacksonville on the 20th and visiting Tampa, St. Petersburg, Sarasota, Palm Beach, Fort Lauderdale, Hollywood and finally Miami for three days in connection with the World Premiere activities.

Following Miami, Miss Prentiss will go to New Orleans, Atlanta, Cincinnati, Detroit, Washington, Baltimore, Philadelphia, Boston, Cleveland and Chicago, winding up her tour on February 21st.

For Theatre-Tested and Approved

THEATRE FORMS AND SYSTEMS

write to Exhibitor Book Shop!

Actual sample sheets of all "Plus Services" will be sent on written request

THE EXHIBITORS EXPLOITATION EFFORTS

LEE WILLIS, zone manager, Schine's Rialto, Glens Falls, N. Y., recently received excellent cooperation from his local Channel Master outlet on promoting Paramount's "Who's Minding The Store?" and Channel Master products. This is what Channel Master did for him: They gave the theatre two transistor radios for a contest giveaway; set up displays with participating merchants giving full credit to theatre and playdate; supplied at no cost to the theatre, contest blanks; supplied the theatre with a 40x60 and a special display gratis; bought radio time to plug the contest and their products giving the name of the theatre and playdate information; and ran two co-op ads again mentioning theatre and playdate. Similar promotions on this picture might result from your contacting your local Channel Master outlet.

JERRY FOWLER, manager, Schine's Geneva, Geneva, N. Y., set up an International Art Film Festival Series with the Independent Council of Hobart College as sponsor. This series of five once monthly foreign and domestic art films and short subjects is a fine way of selling this type of product in spots near a possibly interested college location. Not only does it guarantee a paying audience of those interested in international cinema as art; but it established a fine bond of cooperation between the theatre and the college. Proof of this is the fact that Fowler also sold a rental in conjunction with the Board of Control of the college.

RICHARD J. LASH, manager, Old Country Theatre, Plainview, L. I., knowing that both stars of United Artists' "Lilies Of The Field," lived in the New York locality, wanted to invite both Sdney Poitier and Lilia Skala to attend a showing of the film at his theatre. However, Mr. Poitier was out on the coast. He did succeed in getting Miss Skala to agree to a personal appearance. He billed her as "Our Lily" of "Lily Of The Fields"; and she appeared on a Thursday with the audience most receptive. She was so much impressed that she requested to return on Saturday. Needless to say the theatre was just jammed. Local newspapers covered her appearance. The cost of her personal appearance was merely that of a rented limousine. Because of the publicity, capacity business resulted for the entire engagement. Lash also had Miss Skala booked into two other local theatres playing the same picture the following week.

ED LINDER, managing director, Mount Kisco Theatre, Mount Kisco, N. Y., recently in celebrating the first anniversary of the house had 15 merchants and banks in the village co-operate in awarding $5.00 gift certificates and $5.00 in new accounts in the banks in a contest held to celebrate the event. Names and addresses of those who wished to compete for the prizes were dropped in a box in the lobby of the theatre. The president of the Mount Kisco Board of Trade made the presentations from the stage on a given night. Both local newspapers cooperated in publicizing the event. Two 40x60's in the lobby called attention to the birthday contest and listing the participating banks and merchants. The total number of gift certificates given away totaled 19. This was a tremendous good will builder and a big help in the pre-holiday usually dull season.

Richard J. Lash, manager, Old Country Theatre, Plainview, L. I., presents Lilia Skala, co-star of United Artists' "Lilies Of The Field", with a bouquet of lilies during her recent personal appearance at his theatre.

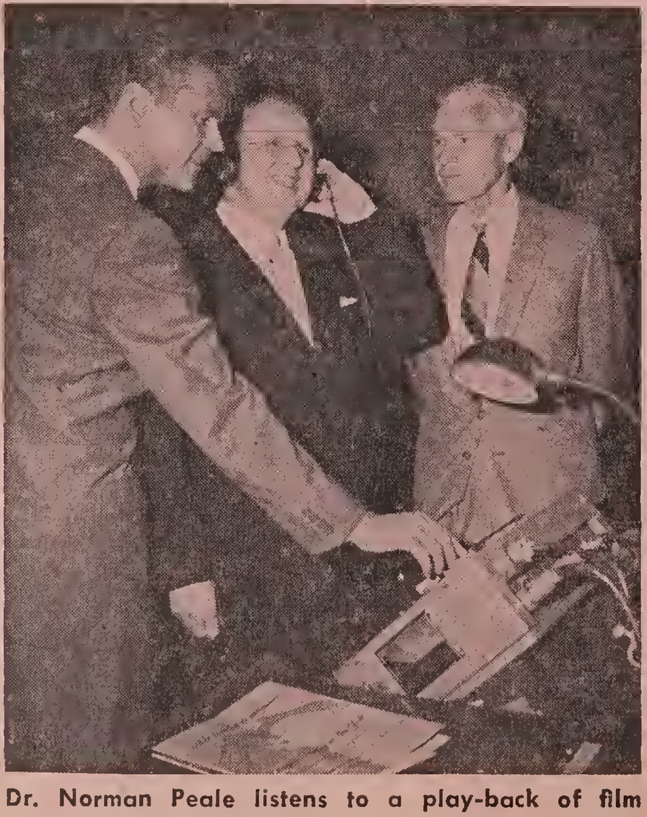
Playtex Supports "Global"

Playtex Corporation, a division of the International Latex Corporation, manufacturers of baby accessories, has joined MGM in a wide ranging promotion of MGM's rolicking new comedy "A Global Affair."

Playtex is sponsoring a "Round the World Sweepstakes Contest," with a first prize of a trip around the world for two, with one thousand second prizes. All contestants need do is fill out an entry blank giving name, address, and the feature of the Playtex Nurser they like best. B. L. Blair Corporation, an independent judging organization, will select the winners at a random drawing.

In support of the contest and MGM's "A Global Affair" Playtex has prepared several million contest entry blanks, streamers, store glorifiers, and bumper bins for nation-wide distribution. In addition Playtex will distribute and service 25,000 six foot standees, featuring a picture of Bob Hope holding a Playtex Nurser, with credit to "A Global Affair" to food, drug, and department stores coast to coast. Each standee will contain contest entry blanks, and a box to drop them in once they are completed. Individuals who do not have official entry blanks may enter the contest by sending the necessary information on a postcard addressed to Playtex Corporation.

The entire campaign, will be supported by continual Playtex advertising.



Dr. Norman Peale listens to a play-back of film sermon recorded by Don Murray as producer Frank Ross looks on during the production of United Artists' "One Man's Way," the story of his life.

Peale Says Movies Should Treat Life Honestly

A man whose own life story has just been put on motion picture film decries the tendency of some "mixed-up writers to create stories about mixed-up people which in turn only mix up more people more."

At the same time Dr. Norman Vincent Peale praises Hollywood's "general high level of decency and perspective of true American value."

The screen, he says, has had an infinitely better effect on people than has the legitimate stage.

The author of "The Power of Positive Thinking," Dr. Peale is the former Detroit crime reporter who for the past 31 years has occupied the pulpit of a 300-year-old Marble Collegiate Church in New York.

His controversial and action-packed life has been filmed under the title of "One Man's Way" by producer Frank Ross, maker of "The Robe." Don Murray has the title role in the United Artists release.

Regarding films, plays and books which in quantity seem overly concerned with perversion, illicit love and downbeat themes, Dr. Peale says he should deal honestly with human problems and challenges so long as the intent is not purposely to sensationalize merely for boxoffice gain.

"Some people pander to one aspect of human nature—you might call it the keyhole desire. . . . to look into the turbulent mind of another human being and see all the hopelessness in there. I dont mean to be unrealistic—but pictures can grapple with human nature and still be upbeat once in a while."

Dr. Peale feels that motion picture industry self-regulation has been far more self-disciplined than that of the legitimate theatre or the publishing business. He praises adherence to production codes by the vast majority of film makers.

As for his own life story ending up as an entertaining feature film, with overtones of true romance, Dr. Peale takes it in stride though he's amazed any producer would have wanted to make it.

But producer Ross claims there's enough story material left over for another five films. The picture will at least change the general public concept of the ministry as a calm calling for shy, retiring gentle folk. The Peale story is replete with murder, adultery, the spectacle of fire, and a love story as hilarious as it is touching.

Dr. Peale began a 26-city tour in behalf of the Frank Ross Presentation, "One Man's Way," with appearances in Dallas and Ft. Worth.

Among the cities Dr. Peale will visit in behalf of the production, are the following: Los Angeles, San Francisco, Chicago, Kansas City, Columbus, Cincinnati, Washington, Boston and Philadelphia.

In addition to a heavy schedule of radio, television and press interviews in each city, Dr. Peale will address leading civic groups and make telephone nterviews with editors and broadcasters in nearby cities.

EXPLOITATION—an encyclopedia of useable exploitation stunts—is published every other week as a section of Motion Picture Exhibitor.

CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (Help and Situations Wanted advertising not accepted. See "A-Man" CORNER on this page.)

BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combinations. Can be used for KENO $3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

FORMS AND SYSTEMS

For the Best in THEATRE-TESTED and APPROVED FORMS and SYSTEMS . . . EXHIBITOR BOOK SHOP, 317 N. Broad St., Philadelphia, Pa. 19107.

SPEAKER CONES

DRIVE-IN THEATRE SPEAKER CONES BAD? Mail one to us for FREE service; no obligation. Guaranteed Weather-proof. WESTERN ELECTRONICS CO., 3311 Houston Avenue, Houston 9, Texas

THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY INC., 100 Taylor Street, Nashville 8. Tennessee.

USED EQUIPMENT

BEST BUY! Pair Strong Mighty 90 lamphouses and Ashcraft Selenium S-100 rectifiers, beautiful, only $1200.00; thousand other values. STAR CINEMA SUPPLY, 621 West 55th Street, New York 10019.

WINDOW CARDS

WEEKLY THEATRE and drive-in cards, 100-14 x 22-$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

BUYING? SELLING? USE CLASSIFIED!

The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you* are looking for a job . . . or IF you* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

***A (WO)MAN is also welcome . . . but in this preponderantly male business. she should specify her sex.**

WELL SEASONED MANAGER, available, all phases, promotion, publicity (not too spicy) seeks permanent position. **BOX B122, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

WORKING MANAGER available immediately. Experienced all phases, salary negotiable, southwest or west coast. **RICHARD KECK, 2023 S. Higgins, Missoula, Montana.** (122)

MANAGER, long and varied experience in successful management of large and small theatres, deluxe and neighborhood. Married, sober, settled. Eastern states. **BOX C18, c/o M. P. EXHIBITOR, 317 N. Brood St., Phila., Pa. 19107.**

WANTED NOW! Experienced managers for new indoor theatres. Excellent opportunity in growing area of New York State. Give experience, references and salary desired. **BOX D18, c/o M. P. EXHIBITOR,, 317 N. Broad St., Philo., Po. 19107.**

YOUNG MARRIED MAN, experienced in drive-in and indoor theatres, seeks employment in growing chain. Prefer indoor house. Now employed. **BOX A18, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

THEATRE MANAGER, 25 years same circuit N.Y.C., now living in North Bergen, wishes to relocate in Bergen County. References, sober, family man. **BOX B18, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

PROJECTIONIST WANTED for eastern Carolina. Write full particulars, background, references, salary desired, to **BOX B115, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

AVAILABLE—Thinking manager, highly experienced all phases theatre biz, age 40, presently employed publicity-press agent. Prefer mid-west, west, small town, big town, what have you? **BOX A122, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

WANTED: MANAGER, age 28-37, promotion minded, for year-round deluxe drive-ins. Positions available in Cincinnati and Chicago. Starting salary $150 to 175. Send complete résumé. **BOX A115, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

MANAGER, age 33, fully experienced in advertising promotions and exploitation. Nine years experience in conventional and drive-in theatres. Available February 1st. Massachusetts or Connecticut area. **BOX C115, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

NO FANCY TALK. No miracle man. Just an honest, agressive, hard-working theatre manager available. Flair for advertising, over 15 years experience indoor-outdoor theatres. **BOX D115, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

EXPERIENCED, YOUNG Drive-In Manager and maintenance supervisor seeking chance to prove himself. Can supply excellent references from present employer. **BOX E18, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

I CAME, I saw, I was conquered! Aggressive professional manager wishes to relocate West Coast. 17 years first run experience, prefer art theatre, but will consider all. **BOX F18, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

Address all Correspondence to— ***The A—MAN Corner*** **{Motion Picture Exhibitor**
317 N. Broad St., Phila., Pa. 19107

NOW AVAILABLE

1964-65

Fiscal Year

"Pocket-Size"

DATE BOOK

12 Month Set of Dated Booking Sheets for the full Fiscal Year Starting June 28, 1964

Price: $1.00 for sheets
$1.30 for binder

ALSO AVAILABLE:

Large (9x12) Undated Forms, 3-hole punched
Price: $.50 for 52 Pages
$1.50 for binder

REMEMBER: These, and other Book Shop items are for sale only to subscribers to MOTION PICTURE EXHIBITOR

IS YOUR THEATRE BIG ENOUGH TO HANDLE THIS

McNIFICENT

KIND OF BIG BUSINESS?

Just look at the first week's figures:

"McLINTOCK"

JOHNSON CITY, TENN.	SEVIER	$ 4,077
FLORENCE, ALA.	SHOALS	6,493
VALDOSTA, GA.	RITZ	3,409
JACKSONVILLE, ILL.	TIMES	2,718
YAKIMA, WASH.	CAPITOL	7,119
RAPID CITY, S. D.	RAPIDS	7,540
GRAND JUNCTION, COLO.	COOPER	7,450
CASPER, WYO.	RIALTO	5,478
CAPE GIRARD, MO.	ESQUIRE	3,208
SIOUX CITY, IOWA	ORPHEUM	12,305
BILLINGS, MONT.	FOX	14,388

JOHN WAYNE + MAUREEN O'HARA

"McLINTOCK!"

IS McNIFICENT!

Co-starring PATRICK WAYNE / STEFANIE POWERS / JACK KRUSCHEN / CHILL WILLS / And Guest Star YVONNE DE CARLO

Written by JAMES EDWARD GRANT / Directed by ANDREW V. McLAGLEN / Produced by MICHAEL WAYNE TECHNICOLOR® PANAVISION® A BATJAC PRODUCTION

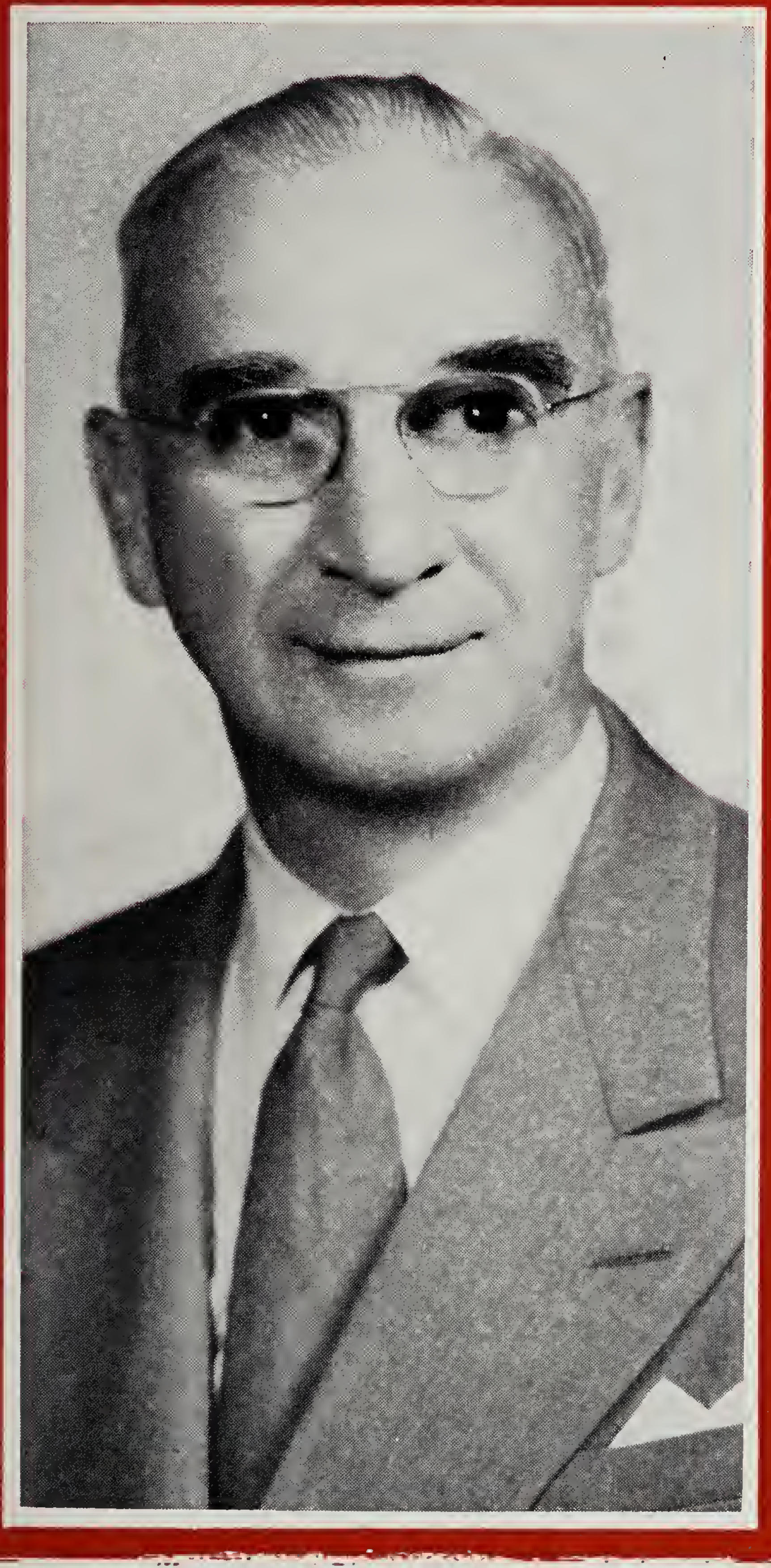
THRU UA

MOTION PICTURE

EXHIBITOR

JANUARY 29, 1964 Volume 71 Number 3

IN TWO SECTIONS • THIS IS SECTION ONE



Regents Appeal "Stranger" Okay

(See page 6)

$10 Million Loss In Conn. Pay TV

(See page 8)

Morton G. Thalhimer, head of Neighborhood Theatres, Inc., Virginia circuit, recently celebrated his 50th anniversary as a Richmond realtor. See story on page 7.

NOBODY WANTS BIDDING (SAYS WHO?) ... *see editorial—page 3*

TWENTIETH CENTURY-FOX FILM CORPORATION
HEAD OFFICE 444 WEST 56TH STREET, NEW YORK 19, N.Y.
BRANCHES IN ALL PRINCIPAL CITIES OF THE WORLD
TELEPHONE COLUMBUS 5-3320 CABLE ADDRESS, CENTFOX NEWYORK

SEYMOUR POE
EXECUTIVE VICE PRESIDENT

January 16, 1964

TO: ALL TWENTIETH CENTURY-FOX OFFICES WORLD-WIDE

I am sure all of you know of our forthcoming picture WHAT A WAY TO GO! with its great cast of Shirley MacLaine, Robert Mitchum, Paul Newman, Dean Martin, Gene Kelly, Bob Cummings and Dick Van Dyke.

Richard Zanuck has just shown me a first rough cut of this film.

I have never seen a picture like WHAT A WAY TO GO! It cannot be compared to any other film. If I had to describe it, I would call it a $5,000,000 female "Tom Jones".

Without music or sound effects, the rough cut was a delight. We sat in the Studio screening room and laughed our heads off. J. Lee Thompson has fashioned a towering successor to "The Guns Of Navarone" which he also directed, demonstrating unbelievable change of pace and an enormous talent for comedy. He has made not only a great film, he has created "an entertainment."

Shirley MacLaine who was signed by producer Arthur Jacobs for her first picture since "Irma La Douce", is more beautiful than she has ever appeared before and, in addition, is charming and amusing with plenty of sex which is displayed in a wardrobe that will absolutely stun women everywhere.

I don't think there is any question that WHAT A WAY TO GO! is one of the biggest and most important pictures our company has ever handled. There is also no question that it will receive top treatment in every phase of its selling, advertising and publicity.

Please pass the word along to your organization, and even more importantly, to your customers that WHAT A WAY TO GO! will be 20th's big release for the summer. We are all in for a tremendous experience.

Sincerely,

Seymour Poe

SP/dm

The Trade Paper Read by Choice—Not by Chance

Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 109 Market Place, Baltimore, Md. 21202. New York field office: 1600 Broadway, Suite 604, New York 10019, West Coast field office: William M. Schary, 818 S. Curson Ave., Los Angeles, Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.: Albert Erlick, editor; George Frees Nonamaker, feature editor; Mel Konecoff, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscriptions: $2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, $5 per year (50 issues). Special rates for two and three years on application. Single copy 25¢. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WAlnut 2-1860.

MEMBER AUDIT BUREAU OF CIRCULATIONS

MOTION PICTURE EXHIBITOR Plus SHOWMEN'S TRADE REVIEW

Volume 71 • No. 3 JANUARY 29, 1964

NOBODY WANTS BIDDING (SAYS WHO?)

Exhibitors can't be blamed if they wonder just what distributors mean when they say, "Pictures will be sold upon their individual merits." Theatremen in bidding situations especially are wondering what the yardsticks are.

They see a winning bid not paid off; they see distributors continuing to do business with exhibitors they are suing for unreported grosses. It is not surprising that the exhibitor who tries to be honest in his dealings is mystified. Current policies seem to encourage cheating. It seems they are designed to pressure the honest exhibitor to pay exhorbitant rentals in a seller's market.

A small town exhibitor is known to have paid guarantees that were more than he or anyone else in his town could gross. Another exhibitor was without newspaper advertising for several days because he owed the paper money and had trouble raising it. These are the actions of desperate men, and desperation never goes hand in hand with good business judgment.

United Artists admitted a few years back that exhibitors withheld about $1,500,000 in money due on "The Vikings" and more than $500,000 on "The Defiant Ones" awaiting adjustments. Exhibitors, it seems, had accepted excessive terms and had wound up behind the proverbial eight-ball. No one can complain if distributors are reluctant to adjust terms that came about because the exhibitor went overboard by himself. But when the showman is pushed overboard, the situation is somewhat different. No theatreman in his right mind objects to paying top terms when the picture warrants it. But every picture, unfortunately, is not a world-beater although you would never know it from the terms. If governments like Panama can change their contractual obligations at will, why can't oversold exhibitors?

Greed brings about strange situations, and the destruction of established playoff and clearance patterns is an example. Back in 1954, the Crest Theatre, seven miles outside of Baltimore, sued for first-run films. The U. S. Supreme Court, in an historic seven-one decision, ruled that there was no conspiracy and that distributors had the right to deny first-run films to neighborhood theatres and to restrict such runs to downtown theatres with greater revenue potential. This confirmed earlier decisions by the District Court and the Circuit Court of Appeals. Distribution, however, ignores this right to choose customers, confirmed in later decisions as well, *except where it suits them.*

We agree that times change and that each situation must be judged on its own merits. There are some things, however, that were true in 1954 and are still true today. An unwarranted moveup of a second-class theatre is little more than an unconscionable effort to draw theatremen into a suicidal bidding battle in the hope that film prices can be jacked up sky-high. *In no other industry is such a situation conceiveable.*

Again, this is an act of exhibitor desperation. A sub-run theatre is asked to pay national terms for second-run. He can't. So he decides that there is nothing to be lost in going after first-run status. He bids unrealistic terms and chaos results in an entire territory. The culprits are greed, fear, and desperation.

We have observed these practices closely in the Philadelphia territory, long known as the "sucker" territory of the U. S. Many exhibitors are convinced that the only way to stop these uneconomic, suicidal practices is by the instigation of many law suits.

It has been said time and time again—"No distributor wants bidding." Pardon us if we laugh. A man can be judged better by his actions than by his words.

MORE FROM THE NOTEBOOK

Our notebook is beginning to fill up again, so it's time to share with you some of the problems, triumphs, and happenings that we have been thinking about.

First, a happy note of good wishes to our cover-boy, Adolph Zukor, dean of the motion picture industry and still active at 91. He is a shining example of success in this industry. The industry has changed a good bit in recent years, and we wonder where the Zukors of the future will come from if various factions of the industry don't learn to live together in mutual respect and cooperation.

A question: What is advertising? A possible answer: The proper education of the buyer. People who want milk don't set up a stool in the middle of a field in the hope that a loaded cow will wander by. They go out to where the cow is. If producer-distributors want exhibitors to sell their shows with enthusiasm, they have to blow their own horns in the shape of trade ads. Thousands of exhibitors don't see a film salesman from one year to the next. Trade ads are their only real information about a motion picture. Pictures headed for screens without a buildup can't hope to deliver what they should at the boxoffice.

A note about Variety Clubs, an outstanding charitable organization and truly the heart of show business. We note with real satisfaction that Tents are out to increase membership. This is an excellent idea. However, from what we hear, some Tents are losing members as well because small cliques grab power, "manage" elections, and keep their friends perennially in office. The cause is too important to allow a few selfish individuals to spoil it.

To conclude, we note with some surprise that Allied devoted a good part of its recent directors' report to an attack on 16mm. exhibition. We agree that this is a serious problem, but it also seems to us that there are more pressing matters that should be attended to first. It is also regrettable that no real action was taken on the Allied-TOA merger, despite the nice words that came out of the meeting.

COLUMBIA'S

"STRAIT-JACKE

IS

HOT

JOAN
CRAWFORD
THRILLER
HOLDING
OVER
EVERYWHERE
IT PLAYS!!

NEWS CAPSULES

FILM FAMILY ALBUM

Arrivals

Samuel Rosen, executive vice-president, Stanley Warner Corporation, is celebrating the birth of his eighth grandchild. A third daughter was born in Flower-Fifth Avenue Hospital, New York City, to **Mr. and Mrs. Arthur Rosen.** Arthur Rosen is an executive in the Stanley Warner organization.

A son was born to **Mr. and Mrs. Marvin Satarsky,** Brooklyn, N. Y. **Mrs. Susan Satarsky** is former secretary to **Jerry Sager,** ad-pub director for B. S. Moss Theatres.

A daughter was born to **Mr. and Mrs. Benjamin Stanton** at Cedars of Lebanon Hospital, California. Mrs. Stanton is the daughter of **Howard W. Koch,** executive producer for Sinatra Enterprises.

Gold Bands

Don Kopaloff, William Morris Agency motion picture executive, will be married to fashion stylist **Phyliss Liverman** on Feb. 23 at the Hampshire House in New York.

Barry B. Yellem, executive vice-president, American Variety Booking Service, Inc., and **Patricia DeLieto** were married at Sardi's Restaurant, New York City, in a ceremony performed by **Judge George Stark.**

Obituaries

Lena Harris, mother of Warner Bros.' New York branch manager **Al Blumberg,** died in Miami, Fla.

John Merryfield, Mendon, Mich., died in Sault St. Marie after a short illness. Two years ago he became owner-operator of the M-60 Drive-In, Mendon. His surviving wife will continue the operation.

Plumlee Heads MITO

ST. LOUIS—At a meeting of the Missouri-Illinois Theatre Owners, Frank Plumlee was installed as president. Other officers are Wesley Bloomer, board chairman; Thomas James, honorary board chairman; Jimmy James, vice-president and secretary; Jim Damos, treasurer; Pete Gloriod, sergeant at arms. Honorary board members are Bess Schulter, Sam Levin, Sam Schuchart, and Charles Goldman.

TROUBLE COMING?

We have recently heard several rumblings to the effect that downtown theatres in many areas may soon find themselves playing day-and-date engagements of top features with nearby drive-ins.

This newest threat to established runs and clearances will create some new problems since it is the practice of drive-ins to let children under 12 in free. These rumors have a way of becoming fact, and another point to be considered is that where one distributor leads, others are almost sure to follow.

FORMS FOR THIS PAGE CLOSED AT 5 P.M., ON MON., JAN. 27

Reverse Segregation Seen In Phila. Union Clash

PHILADELPHIA—The Philadelphia AFL-CIO Human Rights Committee accused Negro projectionists' Local 307-A, of the International Alliance of Theatre and Stage Employees Union, of undercutting white workers with "substandard" contracts negotiated with a spirit of reverse segregation, and with refusing to merge with the white local 307.

The committee's report was adopted by the Philadelphia AFL-CIO Council.

The report cited a change of ownership of the Leader, 41st and Lancaster Avenue, when "the all-Negro local stepped in and signed an agreement that calls for the employment of Negroes who are members of Local 307-A, thus depriving whites of their jobs, and calls for an hourly pay rate that is considerably less than was formerly paid to the white projectionists."

The AFL-CIO committee charged the Negro local "contended that, since the neighborhood was Negro, the jobs in the theatre belonged to Negroes." "This is a horrible and tragic position," the committee said. "It destroys all concept of human rights and equal opportunity for all, irrespective of color, race, or religion."

Three white projectionists lost their jobs at the theatre after it was sold by Stanley Warner Theatres to Paul Klieman last October. They filed a charge of discrimination with the Philadelphia Commission on Human Relations, but the commission said their claim against Klieman was baseless.

The committee suggested that Local 307-A's segregation policy extended beyond the Leader incident.

MEMORY
OF THOSE WHO
DIED LAUGHING
FROM
American International's
THE
COMEDY
of
TERRORS

Robert Selig, National General Corporation vice-president in charge of theatres, is seen with Peter Lorre and Joyce Jameson, stars of American-International's "The Comedy Of Terrors," at a merry wake tendered for NGC's "Terrific Twelve" theatremen at the Beverly Hills Hotel.

BROADWAY GROSSES

"Prize" Leads Pack

NEW YORK—With only two newcomers, business continued good in the Broadway first runs.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the break-down was as follows:

"4 FOR TEXAS" (Warners). Paramount announced that the fifth week was $18,000.

"THE PRIZE" (MGM). Radio City Music Hall, with usual stage show, did $105,000 from Thursday through Sunday, with the opening week sure of $150,000.

"THE CARDINAL" (Columbia). DeMille had $30,000 for the seventh week.

"BEST OF CINERAMA" (Cinerama). Loew's Cinerama reported $12,000 for the fifth week.

"IT'S A MAD, MAD, MAD, MAD WORLD" (UA-Cinerama). Warner Cinerama announced $34,591 for the 10th week.

"MOVE OVER, DARLING" (20th-Fox). Astor had a $14,000 fifth week.

"WHO'S BEEN SLEEPING IN MY BED?" (Paramount). Victoria stated the fifth and final week was $9,000.

"THE VICTORS" (Columbia). Criterion did $21,000 on the sixth week.

"CLEOPATRA" (20th-Fox). Rivoli claimed the 29th week was $17,000.

"THE COMEDY OF TERRORS" (A-I). RKO Palace garnered $18,000 on the opening session.

"LOVE WITH THE PROPER STRANGER" (Paramount). Loew's State reported $29,500 for the fifth week.

Goldwyn Award Upheld

SAN FRANCISCO—The U.S. Court of Appeals here upheld the $300,000 anti-trust damage award won by Samuel Goldwyn in his long drawn out suit against 20th-Fox and three subsidiaries.

The Court also ruled Goldwyn be permitted to go to trial with claims for additional damages from two of the original defendants. Attorney Joseph L. Alioto said the additional amount Goldwyn seeks would be two to four millions from Fox and National Theatres. Goldwyn originally sought $6.75 million when suit was first filed May 16, 1950.

Hospital Sponsors "Lady" Bow

NEW YORK—The Will Rogers Memorial Hospital Fund will sponsor the gala world premiere performance of the Warner Bros. production of "My Fair Lady" on Oct. 21 this year at the Criterion, it was announced by Eugene Picker, chairman of the Fund benefit committee, and Morey Goldstein, vice-president and general sales manager of Warner Bros. Pictures.

The entertainment industry's Will Rogers Hospital and O'Donnell Memorial Research Laboratories at Saranac Lake, N. Y., will benefit from the premiere.

Regents Ask For 'Stranger' Ban

Court Hears Arguments; Regents Stress Obscenity In Two Scenes As T-L Says Consider Whole Film

NEW YORK—The New York State Court of Appeals heard argument from Charles A. Brind, counsel for the State Board of Regents, and Harry I. Rand (Weisman, Celler, Allan, Spitt and Sheinberg), counsel for Trans-Lux Distributing Corporation, in the matter of "A Stranger Knocks," the Trans-Lux film that has been denied an exhibition license in New York State because it is alleged to be obscene.

The hearing was convened on an appeal from the Regents' Board following a Nov. 21, 1963, four to one ruling by the Appellate Division which stated that "A Stranger Knocks" was not obscene because the sexual acts were an integral part of the film. The court, accordingly, ordered that a license be issued forthwith.

In its appeal brief to the Court of Appeals, the Board of Regents maintained, "The first (scene) . . . depicts a buildup almost approaching the final act of intercourse. The second scene . . . unquestionably depicts the act of intercourse . . . Great stress photographically is placed upon the female's act of orgasm which, of course, emphasizes the act as one of intercourse. How far must one go before one determines that this kind of presentation is obscene? The fact that the characters are clothed certainly does not change the erotic effect of the act on the audience, and also the orgasm is dramatically obscene."

Trans-Lux case was based on the following considerations:

1. The Regents Board's determination refusing to issue a license for exhibition of the film is invalid because it did not consider the film as a whole but rather was based solely on the finding that two parts of the film are obscene.
2. In any event, the judgment of the Appellate Division annulling the determination of the Board and directing the issuance of a license for the film must be affirmed because neither the film nor any portion thereof is obsence.
3. Section 122 of the Education Law and related provisions requiring the issuance of a license for exhibition of a film and imposing criminal sanctions for exhibition without a license constitute an impermissable prior restraint in violation of Article I, sections 6 and 8, of the State Constitution and the Fourteenth Amendment to the Federal Constitution.
4. The Board's determination is invalid because the application of the Education Law to the film is barred by section 305 of the Tariff Act of 1930, which preempts the field with respect to films imported into the United States.

Fier To Axelrod Prod.

HOLLYWOOD—Jack Fier has been named general manager of George Axelrod's producing company and has checked into the firm's headquarters on the Goldwyn lot to begin production supervision of "How To Murder Your Wife."

Imported Films Growing In Importance—Reade

NEW YORK—Specialized films, both domestic and imported, have become the greatest vital growth element in the motion picture business, Walter Reade, Jr., chairman of the board of Walter Reade-Sterling, Inc., declared at the international film awards dinner of the Independent Film Importers and Distributors of America, at the Americana Hotel.

Reade was recipient of IFIDA's Service Award for his contributions to IFIDA, the film importing business, and the exhibition of specialized motion pictures.

He told the more than 1,000 persons present that quality, rather than the place of origin, is now the yardstick of the success of a specialized film. Noting that "there is scarcely a theatre among the nation's 16,000 that does not present some imported product during the year," and that imported films are finding an increasingly important place in television programming, he predicted continued increasing acceptance by mass American movie audiences of specialized motion pictures.

NSS President's Drive Honors Burton Robbins

NEW YORK—National Screen Service will launch a Burton E. Robbins president's sales drive for three months beginning Feb. 2, it was announced by Melvin L. Gold, general sales manager. The kick-off date coincides with the birthdate of the NSS chief executive.

In conjunction with the sales drive, Gold announced that the company will embark on a program of expanded services to exhibitors. A variety of special displays which include animation, cinemotion, and extensive use of adhesives have been developed. Some of these will be offered on a rental basis, others on the NSS "lease" arrangement or out-right purchase plans. The innovations are designed for both drive-in and conventional theatres.

The special trailer department of National Screen Service is also busy preparing a new line to coincide with the sales drive.

SPG Plans Awards Fete

BEVERLY HILLS, CALIF.—George Jessel will be the master-of-ceremonies at the Screen Producers Guild 12th annual Milestone Awards Dinner, which will be held on Sunday night, March 1, in the Beverly Hilton Hotel, it was announced by Bryan Foy, chairman, dinner committee. Arthur Freed will be recipient of this year's Milestone Award.

Foy further stated that the Screen Producers Guild will present awards for the best produced theatrical motion picture of the year, the best produced filmed television series of the year, and the Jesse L. Lasky-Intercollegiate Competition award.

Exhib Support Being Stirred In Anti-Pay TV Fight

CINCINNATI — Two meetings were held here on "Fight Pay TV." One held in the Hotel Sheraton-Gibson, and another in the screening room in Cleveland, were both sponsored by the Independent Theatre Owners of Ohio.

The purpose of the meetings was to acquaint all exhibitors, regardless of affiliations, with the subscription TV situation in California, and to enlist support in having the issue of Free TV vs. Pay TV placed before the California voters in next November's election.

Speakers at the local meeting included Arnold C. Childhouse, chairman of the "Free TV" crusade in California; Jack Armstrong, National Allied president; Marshall H. Fine, president of the Independent Theatre Owners of Ohio and board chairman of National Allied, and Milton H. London, president of Allied Theatres of Michigan and executive director of National Allied.

In Jacksonville, Fla., Roy Cooper of San Francisco, head of Westside Valley Theatres and an assistant to the president of the Theatre Owners of America, delivered an address on the same subject of the California crusade against pay television.

He spoke to a gathering of the Motion Picture Exhibitors of Florida in the George Washington Hotel.

In addition to hearing Cooper's talk, which received an enthusiastic response, the exhibitors conducted a discussion of the COMPO campaign against extension of the minimum wage law into the motion picture theatre field.

Henry Glover of Largo, president of MPEOF, presided at the sessions and announced that he will appoint committees in the next few days to represent MPEOF in combating both pay television and the minimum-wage extension.

Dallas Tent Installs

DALLAS—More than 150 barkers, wives, and guests were in attendance at a cocktail party and banquet at the Dallas-Sheraton Hotel to witness installation ceremonies of Dallas Variety Club's 1964 crew.

Crew members reelected were Joe Jackson, Interstate Theatres, chief barker; Bill Slaughter, Rowley United Theatres, first assistant chief barker; Ed Gall, Gall Novelty Company, second assistant chief barker; W. L. (Boog) Marshall, Julius Schepps Enterprises, property master; Meyer Rachofsky, Mercantile National Bank, dough guy; and directors Raymond Willie, Interstate Theatres; Sol Sachs, Continental Film Distributing Company; and Alfred Sack, Sack Amusement Company. New members of the crew, all directors, are Walter Morgan, Morgan-Mistletoe Express; Don Grierson, American International Pictures; and Debs Hayle, Jefferson Amusement Company.

On hand to install the new officers was international chief barker Rotus Harvey. Other guests on the program were Colonel James Carreras, first assistant international chief barker from London, and John H. Rowley, TOA president and former international chief barker.

Technicolor Processing Lab Planned For U City

UNIVERSAL CITY, CALIF.—Technicolor will occupy the industry's most modern motion picture film processing facility in the spring of 1965, when construction is expected to be completed on its new three-story laboratory at Universal City.

The 120 X 200 foot structure being designed by Skidmore, Owings, and Merrill, will be the fifth building in the complex already outlined in steel at the world's largest motion picture production center.

The Technicolor plant will contain 72,000 square feet of industrial space. The new building will be fabricated of black aluminum, black spandulite, and opaque glass to match the four other new structures in Universal City Plaza, MCA Tower, Bank of America, U. S. Post Office, and the new commissary.

Two million dollars worth of the most modern laboratory equipment will be used for the processing of television film, both color and black and white, and will be available to Revue Productions and other companies engaged in television filming. The added capacity will enable Technicolor to greatly expand its services.

Ground breaking for the new edifice is scheduled for early spring, 1964.

"Bulge" On Bronston Slate

MADRID—Samuel Bronston, upon receipt of word from Philip Yordan in New York of the finalization of details for the filming of "The Battle of the Bulge," has given the multi-million-dollar production top priority on the program of upcoming Bronston Productions. It has now been scheduled for filming in the late fall of this year in Spain and on actual locales in the Forest of Ardennes in France and Luxembourg with the arrival of snow.

The big-scale production will revolve around the final attempt of German Marshal von Rundstedt to drive the American forces into the sea.

Exhib Morton Thalhimer Celebrates 50 Years As Prominent Va. Realtor

RICHMOND, Va.—Morton G. Thalhimer, Inc., realtors, Richmond, Va., still actively headed by the man who founded it, Morton G. Thalhimer, recently celebrated its 50th anniversary.

Opening for business in the fall of 1913, its founder began with a stenographer and a part-time bookkeeper.

Fifty years later, the firm has grown to a position that has made its name literally synonymous with real estate in Virginia. It employs 275 people, including 53 at its home office. Its rent department manages property with an estimated value of more than one hundred million dollars. Its leasing departments handle more than 1,500 residential tenants.

Throughout the 50 years of its existence, Morton G. Thalhimer, Inc., has been developed with one goal: to provide efficient, reliable real estate service of every kind. All departments work together so that the complete real estate needs of clients may be served fully. This service procures the site, appraises and analyzes the potential, helps finance the project from start to finish, sells or leases the end result, and keeps all the records which make a successful real estate venture.

This Thalhimer "package" of complete real estate services has made and, it is believed, will continue to make a valued contribution to the community of Richmond.

President Thalhimer is a member of the American Society of Real Estate Counselors, a member of American Institute of Real Estate Appraisers, and a Certified Property Manager.

He is also head of Neighborhood Theatres, Inc., and a past president of the Motion Picture Theatre Owners of Virginia.

Thalhimer, born in Richmond on Oct. 10, 1889, and educated at the University of Pennsylvania, is a member of the board of directors of Fireman's Mutual Aid Association, Sheltering Arms Hospital, Virginia Home for Incurables, Town Hall, New York Variety Clubs, Will Rogers Hospital, State Planters Bank and Trust Company, Richmond Area Community Chest, Richmond Memorial Hospital, Virginia Real Estate Association, and a member of the board of trustees of Virginia Museum of Fine Arts. He is on the board of directors of the Richmond Public Forum; and a member of Columbia Associates; and the governing council of American Institute of Real Estate Appraisers.

Neighborhood Theatres comprises a circuit of 46 theatres, all located in the State of Virginia. Houses are in Alexandria, Arlington, Bristol, Cape Charles, Charlottesville, Colonial Heights, Exmore, Falls Church, Farmville, Hampton, Hilton Village, Hopewell, Lynchburg, Newport News, Petersburg, Phoebus, Pulaski, Richmond, and South Boston.

Here truly is a pioneer in exhibitor's ranks who has made a name for himself in the business world apart from theatres, and who has contributed a lifetime of service to his community.

The motion picture industry joins his many friends on this 50th anniversary, in wishing him many more "golden" years.

Leo Jaffe, executive vice-president, Columbia Pictures, recently received the Vigilant Patriot Award from Edward Papantonio, chairman, All-American Conference to Combat Communism, contributed for the Columbia release, "We'll Bury You."

VC Award To Warner

LOS ANGELES—Jack L. Warner, president of Warner Brothers, will receive the Heart Award presented annually by the Variety Club of Southern California, Tent 25.

According to chief barker Fred Stein, the 1963 award goes to Warner for "his charitable contributions to the welfare of children and other humanitarian acts" and will be presented at the Inaugural Ball for Tent 25 in the International Ballroom of the Beverly Hilton Hotel on Feb. 28.

Co-chairmen for the event are Max Bercutt, Steve Broidy, Sherrill Corwin, William R. Forman, Ben Kalmenson, Eugene V. Klein, Malcolm L. Klein, S. Charles Lee, Robert P. Lippert, Marvin E. Mirisch, James H. Nicholson, William H. Oldknow, William Orr, Frank Sinatra, and Steve Trilling.

Naify Predicts Bright UATC Future; Discusses Plans For Dimension-150

NEW YORK—Marshall Naify, president, United Artists Theatre Circuit, at a press conference predicted a bright future for the circuit.

He said that UATC, which in 1963 lost almost $500,000, "is anticipating that 1964 will be a profitable year" on the basis of the fact that so far this year business is running ahead of last year, with indications that this trend will continue."

Naify based his prediction on the availability of better product, and the fact that the public "will have more leisure time."

The UATC management, he said, is desirous of bringing all theatres affiliated with it "under one corporate name," and will make long-range plans "to develop the company in the exhibition field with new houses, primarily drive-ins."

Naify further disclosed that the circuit is "interested in diversification."

He confirmed that expectations are that the exhibition of pictures in the new Dimension-150 process in the United States will be confined to a total of 10 to 15 theatres, one in each of the nation's largest cities.

The new process, half interest in which is owned by United California Theatres and the other half by its inventors, will be made available in other countries under franchise. Naify said negotations are under way with production companies for use of the process.

"The process has unlimited possibilities because even a picture that has been shot in 70mm and is ready for introduction in road shows right now can be presented in initial stages in D-150. It then could go into straight 70mm and into later runs in regular 35mm. Any theatre now equipped for 70mm projection can show Dimension 150 with the simple addition of a special deeply curved screen and the special projection lenses required. The expense is negligible compared to the cost of other processes."

Hartford Pay-TV Firm Expects Loss Of $10 Million In Three-Year Test

BOSTON—The Hartford pay tv test will drop $10,000,000 in losses in its three year experiment, which started in June, 1962, and finishes in June '65, John H. Pinto, vice-president, RKO General Phonevision Co., told the Broadcasting Executives Club of New England.

"We are merely engaged in a fascinating and possibly futile attempt to prove whether a new entertainment concept can become a profitable business serving an expressed need and breaking no natural or man made law," he said.

However, Pinto, who said the bulwark of his programming is motion pictures, lashed out at exhibitors and commercial television leaders, stating:

"It is interesting to observe that today some commercial television leaders who are critically prejudging pay-tv are in effect joining forces with theatre exhibitors, long their mortal enemies. These broadcasters are thus following the unimaginative lead of the people who opposed sound in motion pictures because it would disturb patrons; the same enlightened folk who opposed radio because it would keep people off the streets and out of the theatre; who opposed television but did nothing to increase their own appeal; the same gentlemen who could not see until too late that people were moving to the suburbs and were not going to come back to town for entertainment; the same businessmen who failed to provide parking space—modern theatres—lower prices—fought drive-in theatres, and who were appalled when free dish night didn't make the grade.

"Interestingly, today the largest theatre exhibition interests—the ones who are among those yelling the loudest against pay-tv—derive a minority of their income from the motion picture business. They have either sold their valuable in-town properties or converted them to more lucrative hotels, parking lots, or office buildings. Although the population increases daily, although there is much talk about the expanding business of drive-ins and suburban film houses, the fact remains that today there are approximately 2,000 less motion picture hard top and drive-in theatres than there were 10 years ago. Today less than 10 per cent of our adult and adolescent population goes to the films with any regularity.

"And yet we, in a business which has not really gotten underway, are being blamed for the demise of motion picture theatres."

Pinto said that pay tv in Hartford is on the air 30 hours a week and 85 per cent of the time is motion pictures. "We got a 68 per cent rating for 'What Ever Happened to Baby Jane' and we ran it day and date with Hartford theatres," he said. Prices for motion pictures on the pay tv schedule range from $1 to $1.50.

Pinto said that he believes that "pay-tv will succeed if it can supplement commercial tv, as do the motion picture theatres, concert halls, supper clubs, legitimate stage, and sports arena today. We do and will compete with those outside boxoffice locations far more than we will compete with commercial television," he declared. "Furthermore, I believe that this can help to expand the entire television industry, commercial as well as pay."

The Hartford pay-tv experiment is offering legit plays to its subscribers, Pinto said. "The stage has its problems, too, but its leaders see pay-tv as a possible solution. During the last 12 seasons, only 25 per cent of Broadway productions made back their costs."

Pinto said that at present the pay-tv test has 3,700 customers in Hartford. "We do not expect to add too greatly to that number since this is an experiment and we have no guarantee that this will be a business or that the FCC will give us a regular license. Our present number of homes gives us three times the Nellsen homes for the entire country."

He explained that there are two separate operations going on by the company, "the commercial side and the subscription tv operation. From 3 to 7 every day we operate as a commercial station. Of course, we can't offer sponsors any prime time and we're not in a good spot on the dial. However, we must maintain our commercial license in order to maintain our subscription tv license. That means we must broadcast 28 hours a week commercially. There is no required subscription programming tv time.

Participating in the recent combined anti-pay tv and convention planning meeitng of Virgniia Motion Picture Theatre Association at Holiday Inn #2, Richmond, Va., were Syd Gates, Norfolk; Don I. Kelsey, Jr., Blacksburg; E. C. Creasy, Vinton; William Dalke, Jr., Woodstock, president; and David Kamsky, Richmond.

Bill Sought To Ban Kids From Any "Adult" Pics

ALBANY—Motion picture theatres in New York State could not admit any child "actually or apparently under 18 years of age," even if accompanied by parent or guardian, where the film exhibited is advertised as limited to adults only, if a bill introduced by Assemblyman Noah Goldstein, Kings County Democrat, is enacted.

The measure, amending Section 484 of Penal Law, would take effect immediately. It is believed to be the first measure of its kind brought up before the Legislature for consideration.

The Board of Regents advocated last August and the Joint Legislative Committee on Offensive and Obscene Material since held public hearings and announced intention of sponsoring such a bill.

Authorities would be allowed to classify motion pictures as to their "suitability" for children of school age.

In drafting such a proposal, the Regents suggested that it be phrased so as to bar "unaccompanied" youngsters from theatres showing a film rated "unsuitable."

However, the Regents say parents or guardian are in the best position to judge the "emotional maturity" of their children. Where either parents or guardian decided to accompany them, an "unsuitability" classification—by Motion Pictures Division, State Education Department—would not be binding against admission.

This position presumably was taken to meet the contentions of the Motion Picture Association of America, Allied Theatre Owners of New York State and other industry groups that "Parents are the proper persons to determine what pictures their children should and should not see."

Gold In Them Thar Vaults

NEW YORK—Addressing the 23rd annual meeting of the Film Critics' Circle of the foreign language press of New York in the club's quarters last week, Si Seadler, MGM advertising executive, described the motion picture companies' vaults as gold-mines, whose treasures are just beginning to be fully realized. Seadler said "Gradually the film companies are witnessing the grossing possibilities of outstanding re-issues, and find that the theatrical exhibition of famed movies can develop real profits. As a consequence, the companies are taking a more careful look at their old greats and plans are being made to open up their lists to take advantage of this new trend.

"Similarly," he said, "exhibitors are taking notes of the business potential of the revivals and are devoting considerably more playing time to them."

Anti-Pay TV Backing

RICHMOND—The Virginia Motion Picture Theatre Association, after hearing Roy Cooper, San Francisco, discuss the California anti-pay TV campaign and the joint committee against pay TV headed by Philip Harling, voted to support the campaign financially.

President William Dalke, Jr., appointed a committee with Glenn Morris, Arlington, as chairman, and H. R. Martin, Alexandria, and Walter Lowry, Fredericksburg, to work with committees of the other states and the District of Columbia for the Washington distribution area.

SEVEN
DAYS
IN MAY

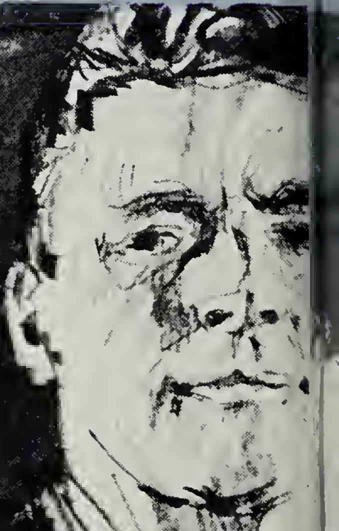
AN ETERNITY OF SUSPENSE

THE ASTOUN

OF AN ASTOUND

TO TAKE OVER THESE

SEVEN ARTS-JOEL Productions, Inc. present



BURT LANCASTER
KIRK DOUGLAS
FREDRIC MARCH

ALSO STARRING

AVA GARDNER

as ELEANOR HOLBROOK

CO-STARRING

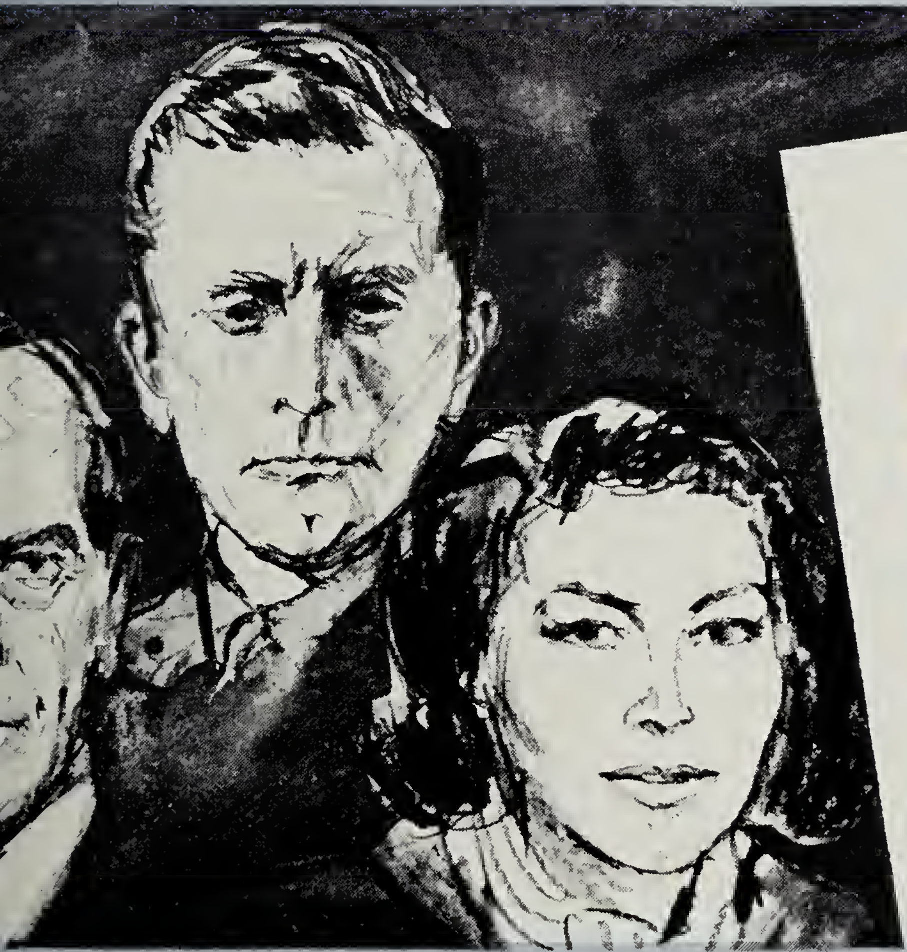
EDMOND O'BRIEN·MARTIN BALSAM

BASED ON THE NOVEL BY FLETCHER KNEBEL AND CHARLES W. BA

DING STORY
G MILITARY PLOT
TED STATES!

SEVEN DAYS IN MAY

FROM THE ASTOUNDING BEST-SELLER. IT HAPPENS IN 1970 OR 1980 OR, POSSIBLY, TOMORROW.



IN THE
JOHN FRANKENHEIMER-JOEL
PRODUCTION OF

SEVEN DAYS IN MAY

AN ETERNITY OF SUSPENSE!

DIRECTED BY
SCREENPLAY BY

ARD LEWIS · JOHN FRANKENHEIMER · ROD SERLING

MUSIC BY JERRY GOLDSMITH • A PARAMOUNT RELEASE

"SEVEN DAYS IN MAY" IS ASTOUNDING IN EVERY WAY

UNPRECEDENTED WORD-OF-MOUTH MAKES IT THE "MUST-SEE" PICTURE OF THE YEAR!

Following unique red carpet preview screenings coast-to-coast ("The Seven Most Momentous Days in Exhibition and Opinion-Making"), "SEVEN DAYS IN MAY" is the Hot One they're all talking about! . . . And already, it's a PRIZE WINNER — (PHOTOPLAY MAGAZINE AWARD FOR OUTSTANDING PICTURE.)

AN AVALANCHE OF POWERFUL PUBLICITY!

a. Advance national magazine breaks — highlighted by big picture-story features in LIFE and LOOK, and a host of other major magazines!

b. Nationally syndicated column breaks — Winchell, Kilgallen, Earl Wilson, Leonard Lyons, and more and more mounting up each day.

c. Special Newspaper editorial features — written and custom-tailored to fit editorial style and format of individual newspapers in every section of the country!

A GREAT CAVALCADE OF FEATURETTES AND OPEN-END INTERVIEWS!

a. A trio of top-flight TV featurettes — serviced to every major TV station across the country!

b. Outstanding Open-End radio interviews with big name-names to make big time news over the air everywhere!

7 BY 7 STAR-TOURS!

Seven stars to tour seven days in different parts of the country to promote "SEVEN DAYS IN MAY"!

NATIONAL BOOKSTORE CONTEST!

Bantam Books, publisher of th smash best-seller in pocket editio (over 2,000,000 copies in first tw months on sale) is sponsorin a super-special tie-in contest WITH SATURATION SCOPE — OVER 75,000 OUTLETS . . . WHEREVER BOOKS ARE SOLD

PROMOTION AND EXPLOITATION IMPACT!

a. Fashion Promotions — "Styles Fo 1970" — fashioned by 7 world-famou designers. A breath-taking creatio coast-to-coast!

b. High School and Colleg Exploitation — in-depth interviews wit school editors and student body. Specia promotion kits will be sent to school throughout the country

BIGGEST, BOLDEST ADVERTISING CAMPAIGN OF THE YEAR!

a. Newspaper ads to startl shock, and intrigue every reader

b. TV and radio spot dramatically designed to ignit and intensify the excitemen over "SEVEN DAYS IN MAY"

c. Provocative teaser and regula theatre trailers to captur every potential ticket-buyer

DATED TO BREAK ACROSS THE NATION IN FEBRUARY!

U's "Premiere Showcase" Launched With "Charade"

NEW YORK—Twenty-three theatres in the metropolitan New York area, including RKO, Skouras, and Randforce circuit theatres, will participate in the launching of Universal's "Premiere Showcase" presentations with "Charade" in the New York territory, starting today (Jan. 29), it was announced by Henry H. "Hi" Martin, vice-president and general sales manager, noting that it marks the first time that RKO and Skouras theatres will be participating in the "Premiere Showcase" type of exhibition of important new pictures. Four of the participating theatres are in Manhattan; three in the Bronx; four in Brooklyn; three in Queens; two in Westchester; and seven in Nassau County, Martin announced.

According to present plans these 23 theatres will play "Charade" for three week periods and they will follow with three-week engagements of Universal's "Man's Favorite Sport?" starting on Wednesday, Feb. 19.

Following the engagement in the 23 "Premiere Showcase" theatres, these two pictures will be moved into the more than 60 theatres in the Metropolitan New York area which generally play Universal releases first-run on the circuit.

Universal and the circuits and independent theatres involved in the initial Universal "Premiere Showcase" presentations, have developed an all-out advertising, publicity, and promotional campaign for the launching of the two pictures and the Universal "Premiere Showcase" plan.

"Charade" will be moving into the "Premiere Showcase" presentation plan direct from a record-breaking seven weeks at Radio City Music Hall as the Christmas attraction. "Man's Favorite Sport?" will be having its first New York engagement under the "Premiere Showcase" plan.

The theatres are City Managements' Astor on Broadway; RKO's 76th Street and Skouras' Academy and Riveria in Manhattan; RKO's Fordham, Skouras' Pelham, and Redstone's Whitestone Drive-In in the Bronx; RKO's Albee, Pozen and Lightstone's Albermarle, and Randforce's Ridgewood and Marboro in Brooklyn; RKO's Alden in Jamaica, Skouras' Midway in Forest Hills, and Astoria in Astoria in Queens; RKO's Proctor's in New Rochelle, and Brandt's Colony in White Plains in Westchester; Skouras' Calderone in Hempstead, Lynbrook in Lynbrook, Squire in Great Neck, and Westbury Drive-In in Westbury; B. S. Moss' Central in Cedarhurst; Town and Country's Town in Glen Cove and Redstone's Valley Drive-In in Valley Stream, all in Nassau County.

Century Names Officers

NEW YORK—Leslie R. Schwartz, president of Century Theatres, announced the election by the board of directors of the following officers for the coming year:

Henry C. Miner, Jr., chairman of the board; Leslie R. Schwartz, president; Martin H. Newman, vice-president and treasurer; Joseph G. Wickham, secretary; Charles W. Call, assistant vice-president; Walter E. Dunn, assistant vice-president; Allen A. Grant, assistant vice-president; Harold H. Newman, assistant vice-president; Sylvan Schcin, assistant vice-president; Leon Greenberg, assistant treasurer; Ruth B. Gronert, assistant secretary; and Arthur Blume, assistant secretary.

The NEW YORK Scene

By Mel Konecoff

THE NEXT GUY that sez "you ought to go down to Florida for sun, warmth, and relaxation" is looking for a fat lip. We tried it, and all we have to say is—baloney.

The occasion was the world press premiere underwater of a funny and different film, "The Incredible Mr. Limpet," starring Don Knotts, Carole Cook, and Jack Weston, produced by John Rose, and directed by Arthur Lubin. We should have known, when the elderly and slow-moving DC 7 was delayed while a new emergency battery was located, that things were not going to be right. Sure enough, after getting airborne, someone discovered there was no water on the plane. Four hours later and following a one-and-a-half hour bus ride, we arrived at the Port Paradise Hotel in Crystal River.

The next day, it rained and rained and rained until we arrived at Weeki Wachee Springs, a subsidiary of American Broadcasting-Paramount Theatres, which has a boat ride, a trackless train ride, a Seminole Indian village, and a flock of pretty mermaids who cavort in a natural spring while viewers see all from a million-dollar theatre 16 feet below the surface of the water through 19 plate glass windows, each 2½ inches thick. These gals are sort of the Radio City Music Hall Rockettes of the water world. The screen was erected in the middle of the spring by underwater divers, and 250 press people saw the film thusly and enjoyed it. The clear waters washed out the Technicolor hues so that the print could have been black and white for all we knew. Anyway, that was fun.

The next day dawned cold and cloudy as we took to a river boat for some fishing. The only things we caught were a cold and a six-inch bass, which our guide wanted to keep as a memento. He didn't think that there were fish that small in the Paradise (ha, ha) River 'til now.

Recovering, we went on a tour of Rainbow Springs, which had a boat ride with windows underwater, and this was fine because the rain drops couldn't penetrate beneath the water level. Also in order was a tour of Homosassa Springs, which is a natural paradise for thousands of fish, wild life, plants, trees, etc. A barbecue topped the day.

The next morning at the crack of dawn, we felt our way through dense fog back to the Tampa airport where another DC 7 took us back to snow but also sun and warmth. Oh yes, as we landed, a gal reporter gripped our arm and stage whispered in our ear, "Will you look at the number three engine. I thought I heard the pilot feather it." We don't know why she should have gotten so excited. Don't all motors come with cracked and warped coverings?

Bits and Pieces: All the cast members were very cooperative. . . . Arthur Godfrey was on hand part of the time to tape interviews for his shows. . . . Warner Veep Dick Lederer and exploitation manager Ernie Grossman did a fine job masterminding the memorable event. . . . AB-PT's Bernie Levy was on hand to make sure all went well on the Weeki Wachee end. . . . Philadelphia's Irving Blumberg didn't take our picture. . . . Metropolitan's "Red" Heppner took a couple of hundred fotos to record the affair for posterity. . . . Star Carole Cook is a great in-person entertainer. . . . Songwriters Sammy Fain and Harold Adamson put on a bit of a show with their past hits as well as with a couple of swingy numbers in the film.

FACT AND OPINION: Bob Ferguson, Columbia Pictures' vice-president in charge of advertising and publicity, had some strong feelings about two items last week—one was a lack of exertion on the part of exhibition and the other was for "Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb."

First, he noted that with pictures being as expensive as they are these days, it's probably only right that a company like his spends as much as a million dollars on a picture for advertising and promotion. Much time, effort, and manpower is put into activities before, during, and after the production of a film with everything being done to help in the selling. He didn't think that many exhibitors followed through, though, in providing the proper assistance at the point of sale—in and around their theatre.

He was perfectly willing to continue to supply the needed material and tools, but he wished exhibitors would get off their supercritical thrones and lend a helping hand. They have to accept the challenge of the times and get out and do some work. Opined

(*Continued on page* 15)

"THE INCREDIBLE Mr. LIMPET"

Seen at the recent underwater premiere of Warners' "The Incredible Mr. Limpet" at Weeki-Wachee, Florida, were, left, Don Knotts, star of the film, and Arthur Godfrey, who attended, being presented with tribal jackets by local Seminoles, and, right, two of Weeki-Wachee's live mermaids cutting up underwater with a cut-out of Knotts.

LONDON Observations

By Jock MacGregor

POSSIBLY the most important factor that has emerged from the squabble over British Lion is proof of the government's intimate knowledge of the inner workings of the industry. Even if some newspaper reporters fell for the stories and claims disseminated, the officials were unimpressed and have not wavered in their view that the company should be sold outright. Who has kept them so well informed? That is the question being asked most frequently along Film Row. While both ABC's Jack Goodlatte and Rank's John Davis took advantage of their respective showmanship lunches to make broad statements regarding the overall situation as it has affected their activities, much sniping has gone unchallenged. That there has been lobbying behind the scenes is obvious. The main source of the government's information however, has undoubtedly been the National Film Finance Corporation's John Terry, who hears all the requests for loans for productions and excuses for failure and keeps an alert and intelligent personal daily watch on the trade. With an extensive legal training, he is a cool, clear thinker who is hard if not impossible to ruffle—at least he has been at press conferences! He has been a director of British Lion, and I feel whoever wins the battle will be wise to ask him to continue. Meanwhile, Sydney Box awaits Government's decision regarding the purchaser with a check for some $4,500,000 burning his pocket.

A CRITICISM aimed at the circuits has been that they keep the prime holiday dates for themselves. This is not true, for if there is a first class Disney family program available, it is taken in preference to all others. "The Sword in the Stone"—"Dr. Syn" unit at Christmas was a case in point, and it cleaned up. Christmas and a Wisdom release on the Rank circuit release have become traditional, and how justified it has been. "Stitch in Time"—and a rather appropriate title under the circumstances if I may be so bold to suggest—has shattered all critics and the all time record for the London release—one which was only recently established by "From Russia with Love" and thought to be pretty well impregnable. 130 prints are in use, and not only have records already tumbled in Rank theatres, but also in ABC houses which took it in preference to the "ABC releases," Granadas, and independents.

THERE IS no question as to how barkers have responded to the election of ABPC publicity chief, FPG president, and press guy supreme David Jones to chief barker. Attendance at the January lunch when Tent 36 traditionally honors sports stars was a record, and when David stood for the first time to propose the loyal toast, he received an unprecedented ovation. I have never heard anything like it—and it was not because he was paving the way for smoking. Being chief barker here is no sinecure. It's a challenge. David is after the magical half million pounds. We are all rooting for him. Good luck.

THE NATIONAL FILM THEATRE has staged two interesting shows recently. Following a tribute season to George Stevens with one or more pictures every night, a special evening was arranged. Sequences from "Talk of the Town" and "Anne Frank "were screened with a coverage of the making of "Greatest Story Ever Told." It was one of those evenings when nobody knew quite what to expect, but there was an excellent turn up headed by Kenneth Winckles representing the circuits; Peter King, the independents and Cinema Exhibitors Association; Andrew Filson, the Federation of British Film Makers; and Joanna Dunham, the cast, for UA's Monty Morton and the British Film Institute's James Quinn to greet. The Evening Standard's Alexander Walker devoted most of his weekly film page to it. This is probably the first time a trailer has been so reviewed. The other program was devoted to experimental films, financed by the BFI out of their share of the Eady Fund. With one exception, "Time Is," these were no more than excellent documentaries, which in view of the really first rate and topical handling now given to them by BBC and commercial tv, seem dated and out of place on the large screen. I am already ducking the anticipated brickbats for these sentiments. At least I attended the show! On yes, I did not understand "Time Is."

DESPITE THE EVER RECURRENT crises in the industry here, the truly wonderful mitigating factor is the enthusiasm and belief in movies. I know of no film man who would work elsewhere. A demonstration was staged of Techniscope and monaural magnetic sound at the Warner Theatre, and there was a bumper attendance of exhibitors—and all were not there so that they could have reasons for not installing it. The former is the new means of saving positive stock by shooting across half the frame and squeezing into anamorphic dimensions in the laboratory. It is already being used by major companies like Paramount and Pathe Newsreel for such events as the Pope's visit to the Holyland. Monaural sound has been pioneered by Associated British's Tony Lumkin and G. Fielding, of the studios and cinemas respectively. Taking full advantage of stereosound installations, the magnetic track is superimposed on the standard optical sound. When the print has played all possible theatres ,the magnetic track is washed off and the print reperforated for purely optical runs. The results are so good that ABC is installing "penthouse mag heads" in many situations. . . . Congratulations to Morris Young on his appointment as assistant to UA's sales manager Dave Bickler. He has long been associated with Nat Cohen-Stuart Levy's Anglo American and knows the UK market like a clairvoyant does a lover's hand. . . . Welcome to the British Film Producers Association that well known California exhibitor Robert L. Lippert, who is now in production in an impressive way here. Currently he is shooting "Witch and Warlock" at Shepperton (who said the studios were without product until April ?). Don Sharp is directing, Lon Chaney, Jack Hedley, and Diane Clare starring, and 20th-Fox releasing.

"Fall Of Roman Empire" Maps Roadshow Dates

NEW YORK — Samuel Bronston's "The Fall of the Roman Empire" will have its Western Hemisphere premiere at the DeMille here on March 26, it is announced by Herbert Gillis, United States and Canadian sales manager for the Paramount release.

Twenty-two additional reserved-seat, road show engagements of the Ultra Panavision-70-Technicolor spectacle have been set for the U. S. and Canada, starting March 27.

These openings include Coronet, San Francisco, April 2; Palace, Chicago, and Stanley, Philadelphia, April 8; Tower, Dallas, April 9; Madison, Detroit, April 12; Saxon, Boston, April 14; Ohio, Cleveland, April 15; Warner, Washington, April 17; Center, Salt Lake City, April 22; Paramount, Los Angeles; Capri, San Diego; Denham, Denver; Roxy, Atlanta; Academy, Minneapolis; and Cinema I, Milwaukee.

Canadian engagements are headed by the University, Toronto, and the Alouette, Montreal, March 27; Stanley, Vancouver; Capitol, Calgary; Paramount, Edmonton; Metropolitan, Ottawa; and Nelson, Winnipeg.

"The Fall of the Roman Empire" will be shown on a schedule of 10 performances weekly, with matinees on Wednesday, Saturday, and Sunday.

Ruth Furst has been appointed national director of group sales for "The Fall of the Roman Empire," it is announced by Paramount Pictures.

Mrs. Furst has previously handled group sales for "Ben-Hur," "Cleopatra," "King of Kings," and "The Wonderful World of the Brothers Grimm."

Sigma Joins IFIDA

NEW YORK—Michael F. Mayer, executive director of IFIDA, announced the acceptance by the organization of an application for membership by Sigma III, New York distributor.

NGC Stockholder Meet Scheduled For Feb. 18

BEVERLY HILLS, CALIF.—The annual stockholders meeting of National General Corporation will be held in the Fox Wilshire Theatre, on Feb. 18, president Eugene V. Klein has announced.

Stockholders of record Jan. 8, the announcement said, will be eligible to vote on the election of 10 directors and such other business as may come before the meeting.

Up for re-election are the following present directors of the company: Lloyd Drexler, partner, Northern Illinois Steel Co., Chicago; M. E. Hersch, president of Mobile Rentals Corp. and senior vice-president of the company; Eugene V. Klein, chairman of the board and president of the company; Irving H. Levin, executive vice-president of the company; Alan May, vice-president and treasurer of the company; Jack M. Ostrow, certified public accountant and attorney at law; Edward Patterson, associate, Allen and Company, New York; Samuel Schulman, president of Mission Pak Company; Robert W. Selig, vice-president of the company; Seymour F. Simon, attorney at law and president of Board of Commissioners of Cook County, Illinois

Asheboro Next Target For N. C. Integration Push

ASHEBORO, N. C.—Selection of Asheboro as the site of the next concerted campaign to racially integrate motion picture houses was announced by a state official of the National Association for the Advancement of Colored People.

Robert Blow, who has been active in similar movements in several North Carolina cities, notably Goldsboro and Wilmington, said the campaign here will be for total integration of the town, but that the main targets of planned protest demonstrations will be motion picture theatres and restaurants.

Last August, four white teenagers were wounded slightly during an outbreak of violence outside one Asheboro theatre which had integrated its facilities.

Blow said a mass meeting was being called by the NAACP to outline details of the protest movement. Simultaneously, NAACP leaders presented eight demands to city officials.

Among the "recommendations" were that "the city refuse to sell a license" to any "business that discriminates because of race, color, or creed."

Mayor Robert L. Reese said the City Council has no authority to refuse to issue a license to a business except as the ordinance prescribes.

Meanwhile, at High Point, Mayor Floyd Mehan said that he would name a new chairman for the High Point Human Relations Commission, which, among other things, is considering Negro demands for racial integration of downtown motion picture houses.

N. Y. SCENE

(Continued from page 13)

he, if exhibition sits back and rests, it will be doomed because there is too much competition for today's entertainment dollar.

As regards "Dr. Strangelove," he was real proud of the job his department had done in publicity planting as well as in the advertising approach. He estimated that some five hundred layouts and campaigns were prepared before the present plans were selected. They've got a smart and snappy trailer as a teaser; interesting trailers, attention-getting radio spots, the greatest magazine coverage in many a year, and a red "hot line" phone with a recording for lobby use, a rock-and-roll 45 record by Dr. Strangelove and the Fallouts entitled "Love That Bomb," tours by people in and behind the picture, a paperback based on the film (Bantam Books), phone interviews to London and Peter Sellers from newsmen all over the country, specially designed material for marquees if exhibs want to use same, ads that crackle with humour and suspense, etc. A full scale advertising, radio, and tv campaign will be in order following and prior to the world premiere of the film on Jan. 29 in Toronto, London, and New York.

Reflected Ferguson, "We certainly try."

CHAPTER TWO, AMERICAN FILM PEOPLE IN RUSSIA: The Russians have a circular process which uses 22 35mm projectors, which is supposed to give 360 degree coverage. It is being improved so that the number may some day be reduced to 11. They also have a panoramic process based on 70mm and an anamorphic system on the order of CinemaScope. 16mm installations are in order in rural areas. There are amateurs using eight mm equipment as well, and the Russians are quite interested in this field.

Many of their projectors look like ours and theatre projectors are being converted to xenon arcs. While most of their 35mm film is still on nitrate base, there is a move to switch to safety stock over the next few years. Printing was done on what looked like Debrie equipment, and the editing machines manned by women seemed to be horizontal machines. There is a central design bureau, which designs projectors, screens, and cameras, etc., and the employees, including the engineers, are mostly women. When designs are completed, they are distributed to local manufacturers.

U.S. films are eagerly sought out by audiences, and the most popular at the time of the visit was "West Side Story." Other foreign films are shown there, but American films seem to dominate. They are re-dubbed to Russian. Tv is making some inroads on movie attendance, but officials weren't concerned as they boasted that they control everything. The feeling was that movies are more effective for their purposes than tv, and also a 15 inch black and white set costs in the neighborhood of $335. While the Russians are supposed to be experimenting with color tv, and the visitors were shown pictures of color cameras, they were never shown any color tv or installations for same.

The four Americans who made the tour were Ethan M. Stifle, Eastman Kodak and SMPTE executive vice-president; Deane R. White, DuPont; William E. Gephart, Jr., president, General Film Laboratories, Hollywood; and film director Frank Capra. We herewith express gratitude to Julius, Steve, and Justine Postal and to THE SCREEN DIRECTOR for the information we passed on to our readers.

"THE NAKED KISS"

LEON FROMKESS—

SAM FIRKS PRODUCTIONS, INC.

RELEASED THROUGH

ALLIED ARTISTS

ALBANY

Tent Nine will celebrate Variety Week Feb. 16-22 with an open house cocktail party, a humanitarian award luncheon and a champagne ball. The humanitarian award will be presented Feb. 19 to Dave Marks, a club member and president, Ft. Orange Radio Company, for his 'Operation Goodwill' conducted by short wave every Christmas in which messages from relatives and parents are sent to servicemen overseas. Ex-chief barker Michael S. Artist will be honored at the champagne ball Feb. 22. . . . The worst blizzard of the past six years snarled traffic and adversely affected area theatre patronage. . . . The Landau Company, Inc., recorded a certificate to produce and deal in motion pictures with offices in New York City. . . . Certificate for reservation of the name "Movietone Digest, Inc.," has been filed with the Secretary of the State by counsel for 20th-Fox.

ATLANTA

Bailey Theatres announced the reopening of the Star, Sanford, Fla., which has been closed for several months. . . . MGM held a screening of "Viva Las Vegas" and luncheon for exhibitors. . . . Capital Releasing Company has moved into their new office. . . . Cheryl Brown, formery a Universal staffer, gave birth to a son. . . . Jimmy Hobbs, Allied Artists district manager, held a sales meeting here with Robert Bowers and Harry Clark, Jacksonville; and Mike Carmichael and Al Stout, Charlotte, in attendance.

BALTIMORE, MD.

Aaron Seidler, of Affiliated Theatres, was master of ceremonies at a recent dinner honoring Herbert Gillis, Paramount branch manager, at Colony 7, which is owned by another Baltimore exhibitor, Joe Grant. Attending from New York were Charles Boasberg, president of Paramount; Martin Freedman and Hugh Owen, vice-president; and Loew's executive Bernie Meyerson. Among Paramount managers from out-of-town present were Kip Smiley, Pittsburgh; Harold Henderson, Cleveland; William Meier, Cincinnati; and Don Hicks, Philadelphia. As an extra filip, a birthday cake was presented to Shepard Bloom, the new manager, with appropriate songs. . . . Larry Jacobs, in charge of group sales for the Town and Hippodrome, has resigned. The Hippodrome announces new low prices of $1 and $2, no reserved seats and performances at two and eight p.m. daily for "Cleopatra." . . . Ed Rosenfeld, district manager, Trans-Lux, has left after 12 years to go into business for himself. . . . Douglas Connelle, owner, Elk, Elkton, Md., announced the engagement of his daughter, Anna, to Tilman D. Johnson, III, son of Dr. and Mrs. Tilman of Elkton. A spring wedding is planned. . . . Muriel and Reba Scshwartz, owners, Capitol, Dover, Del., were in on business. . . . Otto Gage, former manager, Northwood, and now of the Sun Newspapers, announced his engagement to Esther Brockington. . . . Bill Michaelson, AIP publicist, was in town from Washington, D. C. . . . A suit to prevent the Governor Ritchie drive-in on Ritchie Highway from expanding its facilities was filed in Anne Arundel Crcuit Court on behalf of the county commissioners. It also asks that a number of recently installed car-speakers be removed. . . . The Ulman, in downtown Salisbury, a 75-year-old house partially owned by Bernard Ulman, Jr., of Baltimore, recently burned down completely.

WANTED:

Drive-In Theatre Manager for year round position. Top Salary and many benefits.

Contact Mr. N. Schermerhorn
Walter Reade-Sterling, Inc.
Oakhurst, N. J. or Call KEllogg 1-1600

BUFFALO

The labor dispute between Shea's Teck and Local 233, Motion Picture Operators, has been settled, and the attraction possibility following the new two-year contract is Stanley Kramer's Cinerama production, "It's a Mad, Mad, Mad, Mad World." The Teck is the Cinerama pioneer in Buffalo and is the one theatre equipped with the 70-foot curved-screen format. A point of contention between Loew's Theatres, Inc., operators of the Teck, and the projectionists' union was a definition of the work force required by the Cinerama system. The settlement of the dispute was brought about by Bernard Diamond, Loew's general manager, who appeared unheralded and hammered out an agreement on salaries and working conditions. Diamond obtained ratification in a midnight session of the parties involved and flew back to New York, all within 24 hours. . . . Charles Funk, United Artists Theatre Circuit executive, who headquarters at the Century in Buffalo, announces that the Century's promised stage presentation of "Beyond the Fringe" will be offered Feb. 6, 7 and 8. . . . Thomas W. Fenno was installed as chief barker of Tent 7, Variety Club of Buffalo, and Miss Giannina Pappalardo as president of the Women's League of Variety at the combined installation and banquet of the club. Joseph Harmon, Niagara Falls, acted as master of ceremonies, John J. Fitzgibbons, Jr., Toronto, installed the officers. Other Tent 7 officers installed were Anthony T. Kolinski, first assistant chief barker; Albert J. Petrella, second assistant; Ron L. Ruth, property master; Myron Gross, dough guy; and Nathan R. Dickman, national canvasman. . . . Offices have been set up in the Statler Hilton where committees of Tent 7, Variety Club of Buffalo, and WKBW-TV are hard at work to make the 1964 Variety Telethon, Feb. 1 and 2, the most successful event in the history of the club. The telethon is staged annually for the benefit of the Rehabilitation Center of the Children's Hospital. Nate Dickman, past chief barker, is chairman, and Mike Ellis, Jr., and Tom Fenno co-charmen. Mary Ann Mobley, former Miss America, will headline an array of Hollywood and Broadway stars who will appear on the telethon. . . . Charles B. Taylor is back at his ad desk at the Buffalo Paramount theatres after three months illness. . . . Arthur Krolick, Buffalo Paramount, and Ernest Anderson, Rochester Paramount, have returned from a regional meeting held in Boston. . . . Attending the recent 40th anniversary of Buffalo Athletic Club was George J. Gammel, well known local retired exhibitor, once very active in community theatre operation, and former president of western New York Zone, Motion Picture Theatre Owners.

CHARLOTTE

Plans of the Ambassador, Raleigh, N. C., to construct a sidewalk canopy along Fayetteville street in the downtown business section were approved by the Raleigh City Council. The canopy is planned in connection with a remodeling program at the Ambassador and is designed to tie in with similar ones proposed by other firms in connection with a downtown development program under consideration by the City Council to revitalize the business district. Under present policy, the Council must approve plans for each individual canopy, but it was stated at the meeting that it probably ought to set up overall standards, including height, which would apply to all such structures. . . . H. K. McGhee, manager, Tower Drive-In, Rocky Mount, N. C., for the past 14 years, has been made city manager at Rocky Mount for North Carolina Theatres, Inc., and has been succeeded at the Tower by Douglas Cooper, assistant manager, Bailey, Wilmington, N. C., for the past four years. In his new position, McGhee succeeds Robert Andrews, who has resigned to go into private business.

CHICAGO

Joseph Turnbill, manager, Michael Todd theatre, and Delores Luthje, a model, will be married in March. . . . Brotman and Sherman Theatres have moved their headquarters to larger quarters. Oscar Brotman is active in management of this expanding circuit. Plans for additions to the circuit are underway. . . . Joan Crawford arrived abroad a Pepsi Cola plane to boost her new movie, "Strait Jacket." Miss Crawford welcomed the press during her four day stay at the Ambassador East hotel. . . . James Sheeran, Pepsi Cola Chicago headquarters, has been promoted to become associate publicity and promotion manager at the company's New York headquarters. . . . Chicago Censor Board issued 3,595 permits for Chicago runs during 1963, 90 permits less than were issued by the board in 1962. . . . Chicago newspapers report a 10 per cent increase in amusement advertising during 1963 as compared to 1962. . . . RCA Distributing Corporation held their preview dinner meeting here at the Morrison hotel for their central territory distributors and salesmen, with 500 in attendance. A. C. Nerness, vice-president, presided, telling about the new RCA models in tv and radio to be offered to the public this spring. . . . Balaban and Katz reports that its use of color advertising in newspapers during the holiday season helped to boost volume of business. . . . Andy Karzas, who turned over the Aragon Ballroom to its new owners, Oscar Brotman and Associates (owners of Brotman and Sherman Theatre Circuit), gave a good-bye dinner dance at the Como Inn to his loyal employees of many years as his way of saying "thanks." . . . Annette Funicello will arrive Jan. 29 to boost "The Misadventures of Merlin Jones," opening citywide first runs at neighborhood theatres Feb. 14. Norman Pyle, ex-MGM exploiter, has been assigned to Buena Vista to start a state-wide search for 30 campus kooks as "Kookalikes" to have luncheon with Miss Funicello. . . . Carl Foreman was here to boost the opening of "The Victors" at the State-Lake on Feb. 5. . . . Herb Lyon, Chicago Tribune columnist, was to emcee the Variety Club dinner meeting, marking the presentation of a Variety Club check for $38,000 to LaRabida Sanitarium (the club's pet charity); the attendance of Variety Club's international barker, Rotus Harvey; and the installation of Vic Bernstein, exchange manager of Allied Artists, as chief barker.

COLUMBUS, O.

Ed McGlone announced that RKO Palace will show the closed-circuit telecast of the Liston-Clay heavyweight championship fight Feb. 25. . . . Lucinda N. Madden, local attorney, was elected to a one-year term as chairman of the Columbus film review board, the first woman to hold that post. Ed McGlone, sole film representative on the board, declined a nomination for the chairmanship. . . . RKO Grand will open its run of "It's a Mad, Mad, Mad, Mad World" on Feb. 18, a change from the previously-announced Feb. 19 opener. .. . It's rumored that "My Fair Lady" will be one of the stage attractions during the 1964 summer stock season of the Kenley Players at Veterans Memorial. Other possible attractions include "Mr. President," "She Loves Me," and "No Strings."

DALLAS

The Capri will present a special youth showing of "It's A Mad, Mad, Mad, Mad World" at 9 a.m. Saturday. Maryon Hudgins, manager, stated that schools, Boy and Girl Scout organizations, and other youth groups have been notified of this special event. Tickets will be priced at $1 for this show, but there will be no reserved seats and only the capacity of the theatre will be sold. . . . Funeral services were held for Herman Beirsdorf, 70, southern division manager of American International Theatres, who died in Dallas following a brief illness. Survivors include his wife, two daughters, a sister, and a brother. . . . Milton Rackmill, president of Universal Pictures, and H. H. Martin, vice-president and general sales manager, will meet with exhibitors from throughout the midwest and southwest on Jan. 30. Two special screenings will be held at the Tower for two Universal releases, "The Chalk Garden" and "Bedtime Story." Also here for the meeting will be film star Gregory Peck. . . . Alfred N. Sack was conferring here with Ava Leighton, vice-president and general sales manager, Audobon Films which has its headquarters in New York City. Sack, local distributor, and Miss Leighton discussed plans concerning the new release dates for "Sweet Ecstasy," which stars Elke Sommer. . . . Slim Pickens was in on behalf of "Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb." . . . Dallas and Fort Worth will be visited with a Hollywood entertainment troupe, including a magician, dancers, and possibly one or more of the stars of "The Brass Bottle," which will have its world premiere showing in Houston. Jerry Evans, national promotions director, and Bernie Korban, director of field exploitation, were here meeting with theatre exhibitors and managers for major Texas circuits with reference to the visit and premiere. . . . Jack Stanley, booker at Warner Bros., suffered two losses in his family. First it was his infant daughter, followed by the passing of his father.

DES MOINES

The Carroll Theatres Corp., recently organized at Carroll, Ia., has purchased the Carroll indoor and drive-in theatres from Pioneer Corp. W. C. Arts, president of the new organization, has been associated with the theatres for the past 20 years. He announced plans to expand and modernize the facilities. . . . Bob Fridley, who operates the Capri and Varsity, Des Moines, is renovating his theatre at Ida Grove, Ia. He has not set a date as yet for reopening the Ida Grove house. . . . The annual Variety Club ball was held at Holiday Inn South in Des Moines, with C. A. Caligiuri installed as chief barker at the festivities. . . . Norman Holt at Warners was recently hospitalized.

DETROIT

Once again, the potential stream of patrons for downtown movie houses promises to swell even more. For the past few years, the former Greyhound Bus Terminal, abandoned for larger quarters, has stood empty on posh Washington Boulevard in the heart of the section. Now there is announced a 22-story motor hotel with construction to start in 1965 at a cost of $4.5 million. Sixteen stories of the structure, which will occupy nearly one half acre of land will hold 400 rooms, restaurant, cocktail lounge, pool, and pent house. The lower six will provide parking facilities. All downtown picture houses are within five minutes' walk. Builder M. E. Arden is also co-partner with H. F. Campbell in the Professional Plaza $25 millions complex to be located less than a mile from downtown Detroit. . . . In Paw Paw, Mich., Mort Dennis, 80, former vaudevillian and operator of the old and present Strand for 50 years, has died. He succumbed to injuries resulting from a fall. . . . Max Geiler, supervisor for Associated Theatres, has been hospitalized.

HOUSTON

Bill Williams, local restaurant owner, whose annual capon dinners have raised more than three quarters of a million dollars for charity, is the Variety Club's Man of the Year for 1964. A dinner in his honor will be given on Feb. 13 in the Grand Ballroom of the Rice Hotel. Houston's Variety Club Tent 34 is observing the 36th anniversary of Variety Clubs International, during the week of Feb. 9 through 15. . . . The premiere showing of "With Their Eyes on the Stars," a Warner Bros. short made for North American Aviation, was held here at the Rice Hotel. . . . "The Brass Bottle," which will have its world premiere showing in Houston on Feb. 12, will feature an entertainment troupe from Hollywood. The members of the troupe include a magician, a group of dancers, and perhaps one or more of the stars of the film. . . . Charles Payne, managing director, Windsor Cinerama, has arranged for a series of youth showings for "It's A Mad, Mad, Mad, Mad World" each Saturday morning at 10 a.m. Admission is $1 per person. Tickets are available at any local Weingartens food market.

INDIANAPOLIS

More than 15 representatives of local theatrical, show business, and civic groups are now planning the 1964 edition of the fifth annual "Encore" Awards Ball honoring amateur theatrical performers in the Indianapolis area. The Ball is scheduled for Friday evening, Feb. 14, at the Indiana Roof, and is the highlight of the international celebration of Variety Week. The "Encore" Ball is sponsored by the local Variety Club Tent 10. Nonprofessional actors, actresses, directors, producers, as well as others devoting their time to the living theatre, movies, and show business, make up the membership of Variety Clubs which is an international organization. The local tent supports local charities including Camp Riley, the Indiana Association for Retarded Children, and the Indianapolis Pal Club. General chairman for this year's ball is Rex Carr with Merwin Dechter serving as co-chairman for Variety Week activities. Chief barker of Tent 10 is E. Edward Green. Shirl K. Evans is past chief barker. President of the Variety Clubs auxiliary is Miss Norma Geraghty.

JACKSONVILLE

Tom Sawyer, president of the Motion Picture Charity Club, revealed that the club had received a bigger financial reward from its sponsorship of the midway attractions at the 1963 Jacksonville Fair than in any previous year. He added that $8,400 had been set aside for the $70,000 Handicapped Children's Park and Playground which the MPCC is constructing in cooperation with the Duval County board of commissioners at a choice location in suburban Arlington. Tom also stated that officials of the Roosevelt Hotel informed him that MPCC's clubroom at the Roosevelt, destroyed by fire, would be ready for occupancy again within 60 days. . . . Charley King, local AIP manager, and Mrs. King have been awarded a free trip to attend the Mardi Gras in New Orleans by Woolner Bros. as a result of the massive num-

CLARK TRANSFER INC.

829 N. 29th St.
Philadelphia, Pa. 19130
CEnter 2-3100

1638 Third St., N.E.
Washington, D. C. 20002
DUpont 7-7200

David E.
BRODSKY
Associates
THEATRICAL INTERIOR DECORATOR
242 N. 13th St. LO 4-1188-89 Phila. 7, Pa.
PAINTING • DRAPERIES • MURALS
STAGE SETTINGS • WALL COVERINGS

PROGRESSIVE ELECTRIC
CONSTRUCTION CO. INC.
240 N. 13th ST. • PHILADELPHIA 7, PA.
Theatre Installations
and Maintenance

ber of booking dates Charley turned in for "Hercules and the Captive Women." The Kings will make the round-trip in jet planes and have a suite reserved for them at New Orleans' de luxe Roosevelt Hotel. . . . Bailey Theatres of Atlanta scheduled a reopening date of Jan. 18 for the Star, Sanford. . . . Doug Walker, formerly a Columbia booker here, is now managing Meiselman's local Town and Country Theatres. . . . Renee Eckert, daughter of Columbia's Philomena "Phil" Eckert, came home for several days on her first furlough from the Women's Army Corps which she joined la'st year. She is stationed in Maryland. . . . Kitty Dowell, formerly with Bill Humphreys at Capitol Releasing, is now on Bob Capps' staff at MGM. . . . Ed McLaughlin, Columbia manager, returned from visits with exhibitors in the St. Petersburg area. . . . Cecil Cohen has begun booking his State, Eustis, formerly booked by Marvin Skinner of this city. . . . Betty Loop, secretary to Horace Denning, Dixie Drive-Ins supervisor, is a new board member of WOMPI, replacing Edwina Ray, Florida State Theatres home office, who has been named WOMPI treasurer. . . . Rex Grimm, Warner Bros., and Peggy Foland, Craddock Films, have been welcomed into WOMPI membership. . . . Marlene Cookston, who formerly worked at 20th-Fox before taking a maternity leave of absence, has joined the MGM staff. . . . Steve Formato, MGM salesman here for the past year, has been transferred to the company's New Orleans office, and Dan Dooley, MGM teletype operator, has been transferred to the Atlanta district office of MGM. . . . Frank A. Morris, long a leading orchestra leader of the city, died here at the age of 65. He was formerly musical director of the Arcade Theatre in silent film days and his "Variety Vendors" for many years.

We Salute
the Accomplishments
of
The Variety Clubs
for their charitable
endeavors!

$3,000,000.00 spent for
Charity last year . . .
$80,000,000.00 to date!

Get behind
VARIETY WEEK
February 9-15, 1964

★

NEW JERSEY
MESSENGER SERVICE
1018-26 WOOD STREET
PHILADELPHIA
WAlnut 5-3944,
WOodlawn 4-7380

Members National Film Carriers, Inc.

NEW HAVEN-HARTFORD

George H. Wilkinson, Jr., MPTO of Connecticut president, and operator of the Wilkinson Theatre in downstate Wallingford, has been elected Wallingford Parking Authority president. . . . National Amusements Corporation of Boston, operating a total of 29 four-wall and drive-in theatres, principally in Atlantic seaboard cities, has disclosed plans for a half-million dollar dual theatre concept, to be called Cinema 1 and Cinema 2, on Riverdale st., West Springfield, Mass. The smaller auditorium will contain 850 seats, the larger 1,000. Both facilities will be used for motion pictures. Ths project is in addition to the already-announced E. M. Loew Circuit plans for a hard-top adjacent to the E. M. Loew Riverdale Drive-In. . . . The Hartford Redevelopment Agency has given a "feasible" rating to the proposal for inclusion of a motion picture-art center-restaurant complex for the block bounded by Trumbull, Church, Ann, and Allyn Streets in downtown Hartford. It is estimated that the 1965 potential for motion picture patronage would warrant the construction. Just what firm or firms would operate the theatre is yet to be determined. . . . Western Massachusetts Theatres Inc., headed by Col. Samuel Goldstein, has purchased the long-shuttered State, Pittsfield, Mass., from the Pittsfield City Savings Bank, and is looking to use of the building as an art motion picture theatre, to seat 600 persons. W-M-T operates the first-run Capitol and Palace in Pittsfield at the moment.

NEW ORLEANS

Page Baker, head, Theatre Owners Service Company, was elected chief barker of Variety Club Tent 45. Other new officers are Don Kay, first assistant; Seymour Weiss, second assistant; and William H. Cobb, property master. Carl Mabry was reelected dough guy. . . . Local WOMPI entertained the ladies at St. Anna's Home at a game social. . . . Donald Dietrich now has the Amite, La., drive-in on part-time operation. . . . E. E. Shinn, Paramount senior salesman, was hospitalized at Oscher Foundation. . . . Jan Vallee, secretary to Gus Trog, Warner office manager, was injured in an automobile accident. . . . David Woolner, former midwest and western executive sales director, is now the company's general sales manager. . . . Mrs. Edna Seller has resigned the managership of United Theatres' Carrollton. Her successor is Dominick Olister, who moved over from the Abalon. Mrs. Annie King, who recently retired from theatre business, returned temporarily as manager of the Abalon. . . . 20th Century-Fox's local exchange has taken over the billing for the Memphis branch. . . . William H. Cobb and Associates announced plans for the construction of a deluxe four-waller in the Lakeview Shopping Area on Veterans Highway in adjacent Jefferson Parish. Work on the 800-seat theatre, as yet unnamed, will get underway soon. . . . Salvadore Guiffria purchased the Lobe, Long Beach, Miss., and plans to reopen the long closed theatre soon. . . . Charles Becnel, formerly in charge of management of Shell Empoyes Club Theatre, Norco, La., announced that hereafter the theatre will be handled by Robert Colon. . . . C. E. Martin has closed the Autovue Drive-In, Lorman, Miss., until March.

PHILADELPHIA

Nat Nathanson, Allied Artists' assistant general sales manager, conducted special sales meetings here. The sessions discussed release plans for "Soldier In The Rain" and other upcoming AA product. Attending the meetings were Robert Adler, Albany; Ben Abrams and Jerry Callahan, Boston; Lewis Lieser, Buffalo; Milton Gurian, Cincinnati; Martin Grasgreen, Cleveland; George Somma, New Haven; Nat Furst and Jack Farkas, New York; Maxwell Gillis, M. Bernstein and Harold Coltun, Philadelphia; David Silverman, Pittsburgh; and Milton Lipsner and Al Wheeler, Washington . . . Charles Beilan, Boxoffice Attractions, is handling Futuramic releases in this territory . . . The whole Street was talking about that female bookkeeper of National-Penn Printing Company who embezzled between $2,000 and $12,000.

SAN ANTONIO

Members of the San Antonio Women's Breakfast Club previewed an outstanding motion picture at the Majestic. A surprise feature of the day was a talk by a prominent member of the motion picture industry at the club's noon luncheon at the Gunter Hotel. Lynn Krueger, manager, Majestic, and Mrs. Preston H. Dial, club president, greeted guests in the lobby of the Majestic along with members of the motion picture committee including Mrs. N. H. White, Mrs. T. M. West, and Miss Roxie Neal. . . . Elzora Allphin has taken over operation of the Plaza, Baird, Tex., from Frank Gardiner. Tommy Tucker, nephew of Mrs. Allphin, will do the booking and buying for the Plaza. . . . Installation of new officers of the IATSE Local 153 at El Paso, Tex., was held. All previous officers were reelected and included Kenneth A. Yonge, president; Charles S. Ellis, vice-president; Charles W. Moore, secretary-treasurer; Al O. Yonge, business agent, projectionists; and Gordon R. Jones, Sr., to represent the stagehands.

SEATTLE

The Martin Cinerama celebrated its first anniversary. During this week, the 200,000th Cinerama patron buying a ticket to see "How the West Was Won" was awarded a champagne dinner for two at the Olympic Hotel, a corsage from Sullivan Florists, as well as tickets to the next Cinerama attraction, "It's a Mad, Mad, Mad, Mad World," scheduled to open next month. . . . In town for an Allied Artists sales meeting were Harold Wirthwein, division manager from Los Angeles, and Ernest Sands, general sales manager from New York.

SERVISECTION

THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months

Published every second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 27 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVISECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issues of each August will always contain a complete annual index.

Combined, the yellow paper SERVISECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.

MOTION PICTURE
EXHIBITOR

JANUARY 29, 1964
SECTION TWO
VOL. 71, NO. 3

FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the the producer. Abbreviations following title indicate type of story, such as

C—Comedy	COMP—Compilation	MD—Melodrama	NOV—Novelty
CAR—Cartoon	D—Drama	MU—Musical	TRAV—Travelogue
	DOC—Documentary	W—Western	

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as

CN—Cinerama	DS—Dyaliscope	PC—Pathe Color	TE—Technirama
CS—CinemaScope	EC—Eastman Color	PV—Panavision	TS—Totalscope
DC—Deluxe Color	MC—MetroColor	RE—Reissue	VV—VistaVision
		TC—Technicolor	C—Other Color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and data of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

ALLIED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

6303 **BLACK ZOO**—MD-88m.—(PV; EC)—Michael Gough, Jeanne Cooper—5041 (5-1-63)—Mild horror entry for the program
6307 **CRY OF BATTLE**—D-99m.—Van Heflin, Rita Moreno, James MacArthur—5097 (10-9-63)—Fast action is satisfactory for program—Made in The Philippines.
6304 **55 DAYS AT PEKING**—D-150m.—(Super TE70; TC)—Charlton, Heston, Ava Gardner—5041 (5-1-63)—Segment of history makes impressive entertainment—Filmed in Spain
6301 **DAY OF THE TRIFFIDS, THE**—MD-93½m.—(CS; EC)—Howard Keel, Nicole Maurey—5041 (5-1-63)—High rating science fiction entry should please—English made
6309 **GUNFIGHT AT COMANCHE CREEK**—W-90m.—(PV; DC)—Audie Murphy, Colleen Miller—5113 (12-4-63)—Good western
6306 **GUN HAWK, THE**—W—92m.—(C)—Rory Calhoun, Ruta Lee—5097 (10-9-63)—Good action entry
6210 **PAYROLL**—MD-79m.—Michael Craig, Francoise Prevost—5045 (5-15-63)—Good programmer—English
6302 **PLAY IT COOL**—MU-74m.—Billy Fury, Anna Palk—5065 (7-10-63)—Fair programmer—English
6305 **SHOCK CORRIDOR**—D-101m.—Peter Breck, Constance Towers—5065 (7-10-63)—Sojourn in mental institution is repelling and unpleasant
6401 **SOLDIER IN THE RAIN**—CD-88m.—Jackie Gleason, Steve McQueen, Tuesday Weld—5109 (11-20-63)—Unusual comedy drama has names to help
6308 **WAR IS HELL**—MD-81m.—Tony Russell, Bayes Barron—5125 (1-22-64)—Good war entry for lower half

COMING FEATURES IN ORDER OF RELEASE

Feb. **LIFE IN DANGER, A**—Derrin Nesbitt, Julie Hopkins
Feb. **YANK IN VIET-NAM, A**—Marshall Thompson
Mar. **SECRET DOOR, THE**—C—Robert Hutton, Sandra Dorne
NAKED KISS, THE—Constance Towers, Anthony Eisley

COMING

NEVER PUT IT IN WRITING—Pat Boone, Milo O'Shea
PARTY, THE—Carol Lynley
STRANGLER, THE—Victor Buono

AMERICAN INTERNATIONAL

DISTRIBUTED DURING THE PAST 12 MONTHS

716 **BATTLE BEYOND THE SUN**—MD-67m.—(C)—Edd Perry, Arla Powell—5033 (4-3-63)—Average outer space science fiction for the program—Filmgroup
810 **BEACH PARTY**—C-100m.—(Pathe-Color; PV)—Bob Cummings, Dorothy Malone, Frankie Avalon—5069 (7-24-63)—Entertaining comedy has angles
705 **BRAIN THAT WOULDN'T DIE, THE**—MD-71m.—Jason Evers, Virginia Leith—5021 (2-20-63)—Okay horror programmer
819 **COMEDY OF TERRORS, THE**—C-86m.—(PV; C)—Vincent Price, Joyce Jameson, Peter Lorre, Boris Karloff, Basil Rathbone—5117 (12-18-63)—Mirthful, macabre money-maker
ERIK THE CONQUEROR—MD-81m.—(Colorscope; TC)—Cameron Mitchell, Alice and Ellen Kessler—5113 (12-4-63)—Another Italian-made spectacle—Italian-made; dubbed in English
807 **FREE, WHITE AND 21**—D-102m.—Frederick O'Neal, Annalena Lund—5045 (5-15-63)—Exploitable, but controversial courtroom film with a gimmick
812 **HAUNTED PALACE, THE**—MD-85m.—(PV; PC)—Vincent Price, Debra Paget, Lon Chaney—5089 (9-11-63)—Plenty of chills in superior horror entry
706 **INVASION OF THE STAR CREATURES**—C-70m.—Bob Hall, Frankie Ray—5021 (2-20-63)—For the duallers
802 **MIND BENDERS, THE**—D-101m.—Dirk Bogarde, Mary Ure—5029 (3-20-63)—Off-beat drama deals with experimentations involving the mind—English
718 **NIGHT TIDE**—D-84m.—Dennis Hopper, Linda Lawson—5033 (4-3-63)—For the duallers—Filmgroup
803 **OPERATION BIKINI**—D-80m. (Pert Color)—Tab Hunter, Eva Six, Frankie Avalon—5033 (4-3-63)—War-time adventure for the program
PYRO—MD-99m.—(Panacolor)—Barry Sullivan, Martha Hyer—5113 (12-4-63)—Satisfactory horror meller—Made in Spain
714 **SAMSON AND THE 7 MIRACLES OF THE WORLD**—MD-80m.—(ColorScope)—Gordon Scott, Yoko Tani—5021 (2-20-63)—Exploitable program entry—Italian; dubbed in English
804 **TERROR, THE**—MD-81m.—(Vistascope; C)—Boris Karloff, Sandra Knight—5093 (9-25-63) Average entry for horror fans
813 **SUMMER HOLIDAY**—MU-100m.—(CS; TC)—Cliff Richard, Lauri Peters—5105 (11-6-63)—Lively musical treat for younger set—English
809 **X-THE MAN WITH THE X-RAY EYES**—MD-80m.—(Spectarama; Pathecolor)—Ray Milland, Diana Van Der Vlis—5093—(9-25-63) Superior science fiction entry holds interest
805 **YOUNG RACERS, THE**—D-82m.—(Pathecolor)—Mark Damon, William Campbell, Luana Anders—5077 (8-21-63)—Auto racing action aimed at youthful set.

TO BE REVIEWED

BLACK SABBATH—(EC)—Boris Karloff
CALIFORNIA—Jock Mahoney
CAPTIVE CITY—(C)—David Niven, Ben Gazzara—Italian-made
COMMANDO—Stewart Granger
DEMENTIA #13—William Campbell, Luana Anders—Filmgroup
EVIL EYE—John Saxon, Leticia Roman

. . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; A4—Unobjectionable for Adults with reservations; B—Objectionable in part for All; C—Condemned; follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

A

Act One	A2	WB
All Of Me		Misc.
All The Way Home	A2	Par.
Amazons of Rome	A2	UA
America, America	A3	WB
• Americanization of Emily, The		MGM
• Amok		Fox
Any Number Can Win	A2	MGM
• Ape Woman, The		Emb.
• Aphrodite, Goddess Of Love		Emb.
Atom Age Vampire		For.
Auntie Mame—Re.	A3	WB

PLEASE NOTE . . .

This SERVISECTION is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF

B

Battle Beyond the Sun (Filmgroup)		A-I
Battle of the Worlds		Misc.
Beach Party	A3	A-I
• Bedtime Story	A3	U
• Bear, The	AI	Emb
• Behold A Pale Horse		Col.
Beauty And The Beast	AI	UA
• Becket		Par.
Bell, Bare and Beautiful		Misc.
• Best Man, The		UA
Best Of Cinerama, The		Misc.
Big Risk	A3	UA
Billy Liar		For.
Birds, The	A2	U-I
• Black Sabbath		AI
Black Gold	AI	WB
Black Zoo	A2	AA
Brain That Wouldn't Die, The	B	AI
• Brass Bottle, The	AI	U
• Bristle Face		BV
• Bullet For A Badman		U
Bunny Yeager's Nude Camera		Misc.
Burning Court, The	A2	For.
Bye, Bye Birdie	A3	Col.

C

Cairo	A3	MGM
• California	A3	AI
Call Me Bwana	A2	UA
Captain Newman, M.D.	A2	U
Captain Sinbad	AI	MGM
• Captive City		AI
Cardinal, The	A3	Col.
Caretakers, The	A3	UA
• Carpetbaggers, The		Par.
Castillian, The	A2	WB
Cattle King	AI	MGM
Ceremony, The	A3	UA
• Chalk Garden, The	A2	U-I
Charde	A2	U-I
• Cheyenne Autumn		WB
Children Of The Dammed	A2	MGM
Chushingura	A2	For.
• Circus World		Par.
Cleopatra	B	Fox
Clown And The Kid, The	AI	UA
Come Blow Your Horn	A3	Par.
Come Fly With Me	A2	MGM
Come September—Re.	A3	U
Comedy of Terrors, The	B	AI
• Commando		A-I
• Company Of Cowards, The		MGM
Condemned Of Altona, The	A3	Fox
• Congo Vivo		Col.
Conjugal Bed, The	B	EMB
• Contempt		Emb.
Corridors of Blood	A3	Misc.
Counterfeiters Of Paris, The	A3	MGM
Court Martial	A2	UA
Courtship Of Eddie's Father, The	A2	MGM
Creation Of The Humanoids, The		Misc.
• Crimson Blade, The	AI	Col.
Critic's Choice	A3	WB
Cry Double Cross		For.
Cry Of Battle	B	AA

D

• Dark Purpose		U
Daughter Of The Sun God		Misc.
• Day And The Hour, The	A2	MGM
Day Mars Invaded Earth, The	AI	Fox
Day Of The Triffids, The	A2	AA
• Dead Ringer	A3	WB
• Dementia (Filmgroup)	B	A-I
Diary Of A Madman	A2	UA
Dime With A Halo	A3	MGM
• Distant Trumpet, A		WB
• Dream Maker, The		U
• Dr. Crippen	A3	WB
Dr. No	B	UA
• Dr. Strangelove		Col.
Doll, The		For.
Donovan's Reef	A2	Par.
Don't Give Up The Ship—Re.	A3	Par.
Drums Of Africa	AI	MGM
• Dubious Patriots, The		UA
Dual Of The Titans	A2	Par.

E

Easy Life, The	A4	Emb.
8½	A4	Emb.
• Emil And The Detectives		BV
• Empty Canvas, The		Emb.
• Ensign Pulver		WB
Erik, The Conqueror	A2	A-I
• Evil Eye		A-I
• Eyes of Annie Jones		Fox

F

Face In The Rain		Emb.
• Fail Safe		Col.
• Fall Of The Roman Empire		Par.

FEAR—Boris Karloff
GOLIATH AND THE SINS OF BABYLON—(Techniscope; TC)—Mark Forest
GRAVESIDE STORY, THE—(PV; C)—Vincent Price, Peter Lorre, Boris Karloff
ITS ALIVE—(C)—Peter Lorre, Elsa Lanchester
LAST MAN ON EARTH—Vincent Price
MASQUE OF THE RED DEATH, THE—(PV; C)—Vincent Price, Hazel Court
MUSCLE BEACH PARTY—Frankie Avalon, Annette Funicello
SAMSON AND THE SLAVE QUEEN—(C; S)—Allen Steele
SOME PEOPLE—(C)—Kenneth More
TORPEDO BAY—James Mason, Lilli Palmer
UNEARTHLY STRANGER, THE—John Neville
UNDER AGE—Anne MacAdams, Roland Royter

BUENA VISTA

DISTRIBUTED DURING THE PAST 12 MONTHS

FANTASIA—NOV-117m.—(TC)—Leopold Stokowski and Phila. Orchestra—5097 (10-9-63)—Reissue of something different should attract lots of interest in metropolitan sectors
INCREDIBLE JOURNEY, THE—MD-80m.—(TC)——Emile Genest, John Drainie—5101 (10-23-63)—Interesting Disney presentation
141 **MIRACLE OF THE WHITE STALLIONS**—D-118m.—(TC)—Robert Taylor, Lilli Palmer, Curt Jugens—5033 (4-3-63)—interesting adventure drama—Filmed in Austria
MISADVENTURES OF MERLIN JONES, THE—C-88m.—(TC)—Tommy Kirk, Annette—5125 (1-22-64)—Fairly amusing entry
143 **SAVAGE SAM**—MD-104m.—(TC)—Tommy Kirk, Kevin Corcoran, Marta Kisten—5049 (5-29-63)—Exciting Disney meller.
144 **SUMMER MAGIC**—CD-108m.—(TC)—Hayley Mills, Burl Ives. Dorothy Mcguire—5061 (6-26-63)—Another Disney family entertainment
SWORD IN THE STONE, THE—CAR-75m.—(TC)—Walt Disney—5097 (10-9-63)—Entertaining cartoon entry for kiddies and the young in heart
THREE LIVES OF THOMASINA, THE—D-97m.—(TC)—Patrick McGoohan, Susan Hampshire—5117 (12-18-63)—Entertaining Disney release—Filmed in England
20,000 LEAGUES UNDER THE SEA—MD-127m.—(CS; TC)—Kirk Douglas, Peter Lorre—5098 (10-9-63)—Reissue is high rating Disney feature
YELLOWSTONE CUBS—DOC—47m.—(TC)—Narrated by Rex Allen—5049 (5-29-63)—Entertaining Disney featurette

TO BE REVIEWED

BRISTLE FACE—Brian Keith, Jeff Donnell
EMIL AND THE DETECTIVES—Walter Slezak, Cindy Cassell
MARY POPPINS—(TC)—Julie Andrews, Dick Van Dyke
MOON-SPINNERS, THE—Hayley Mills, Eli Wallach
TIGER WALKS, A—(TC)—Brian Keith, Vera Miles Sabu
THOSE CRAZY CALLOWAYS—(TC)—Brandon De Wilde, Brian Keith

COLUMBIA

DISTRIBUTED DURING THE PAST 12 MONTHS

719 **BYE BYE BIRDIE**—MUC-112m.—(PV; EC)—Janet Leigh, Dick Van Dyke, Ann Margaret—5037 (4-17-63)—Solid, popular musical comedy entertainment
CARDINAL, THE—D-175m.—(PV; TC)—Tom Tryon, Romy Schneider, Carol Lyndley—5101 (10-23-63)—High rating drama is gratifying on all counts
721 **FURY OF THE PAGANS**—MD-86m.—(Dyaliscope)—Edmund Purdom, Rossana Podesta—5069 (7-24-63)—Another Italian-made spectacle for the program
GIDGET GOES TO ROME—C-101m.—(EC)—Cindy Carol, James Darren—5073 (8-7-63)—Gidget rides again in colorful entry —Filmed in Italy
IN THE FRENCH STYLE—D-105m.—Jean Seberg, Stanley Baker—5093 (9-25-63)—Poignant love story of American girl in Paris—Made in France
722 **JASON AND THE ARGONAUTS**—FAN-104m.—(EC)—Todd Armstrong, Nancy Kovack—5053 (6-12-63)—Entertaining fantasy features top special effects
003 **JUST FOR FUN**—MU-72m.—Mark Wynter,, Cherry Roland, Bobby Vee—5061 (6-26-63)—For lower half of program—English
714 **LAWRENCE OF ARABIA**—D-222m.—(PV; TC)—Peter O'Toole, Alec Guinness, Anthony Quinn—5005 (12-19-62)—Top ranking adventure epic is loaded with potential
LOVE ON A PILLOW—D-102m.—(C; Franscope)—Brigitte Bardot, Robert Hossein—5125 (1-22-64) Depends on star draw—Made in France; dubbed in English—Royal Films Int.
L-SHAPED ROOM, THE—D-125m.—Leslie Caron, Tom Bell—5051 (5-29-63)—Absorbing tale of a girl's problem—English—Davis-Royal
718 **MAN FROM THE DINERS' CLUB, THE**—C-96m.—Danny Kaye Cara Williams—5034 (4-3-63)—Cute comedy with Kaye touch
MANIAC—MD-86m.—Kerwin Mathews, Nadia Gray—5101 (10-23-63)—Interesting mystery meller—English made
OLD DARK HOUSE, THE—CMD—86m.—Tom Poston, Janette Scott—5102 (10-23-63)—Amusing comedy shocker—English made
REACH FOR GLORY—D-89m.—Harry Andrews, Kay Walsh—5093 (9-25-63)—Strong entry for art spots—English made—Royal Films Int.
RUNNING MAN, THE—MD-103m.—(PV; EC)—Laurence Harvey, Lee Remick—5094 (9-25-63)—Interesting chase yarn—Filmed abroad
SEIGE OF THE SAXONS—MD-85m.—(TC)—Janette Scott, Ronald Lewis—5089 (9-11-63)—Fair programmer—Filmed In England
STRAIT-JACKET—MD-89m.—Joan Crawford, Diana Baker, Leif Erickson—5121 (1-8-64) Grisly, but exploitable, horror shocker
SWINGIN' MAIDEN, THE—C-81m.—Michael Craig, Anne Helm, Jeff Donnell—5125 (1-22-64)—Fair supporting feature—English made
006 **THREE STOOGES GO AROUND THE WORLD IN A DAZE, THE**—C-94m.—3 Stooges, Joan Freeman—5089 (9-11-63)—Cute take-off on Jules Verne work
001 **13 FRIGHTENED GIRLS**—MD-89m.—(EC)—Kathy Dunn, Murry, Hamilton—5061 (6-26-63)—Interesting programmer
UNDER THE YUM YUM TREE—C-110m.—(EC)—Jack Lemon, Carol Lynley, Dean Jones—5098 (10-9-63)—Amusing romantic comedy
VICTORS, THE—D-175m.—(PV)—George Hamilton, George Peppard, Romy Schneider, others—5105 (11-6-63)—Provocative and unusual entry of much merit—Filmed abroad

COMING FEATURES IN ORDER OF RELEASE

Feb. **Dr. STRANGELOVE**—Peter Sellers, George C. Scott
Mar. **LILITH**—Warren Beatty, Jean Seberg, Kim Hunter, Peter Fonda
Mar. **PSYCHE 59**—Curt Jurgens, Patrica Neal

COMING

BEHOLD A PALE HORSE—Gregory Peck, Anthony Quinn
CONGO VIVO—Jean Sebastian, Bachir Toure
CRIMSON BLADE, THE—Lionel Jeffries, June Thorburn—English
FAIL SAFE—Henry Fonda, Dan O'Herlihy
FINEST HOURS, THE—Documentory On Sir Winston Churchill—English-made
FIRST MEN IN THE MOON—(PV; TC)—Edward Judd, Martha Hyer
GOOD NEIGHBOR SAM—(C)—Jack Lemmon, Romy Schneider
HEY THERE, IT'S YOGI BEAR—(C)—Feature Cartoon
I LOVE, YOU LOVE—(Ultrascope; C)—Don Jada's Japanese Revue, Red Army Choir, Moise Ballet
LONG SHIPS, THE—TE; TC)—Richard Widmark Sidney Poitier, Leslie Parrish
LORD JIM—(Super PV; TC)—Peter O'Toole, James Mason, Curt Jurgens
NEW INTERNS, THE—Michael Callan, Stefanie Powers
PLAYBOY—(C)—Tony Curtis
PLAY IT COOLER—Anthony Newly, Anne Aubrey
PUMPKIN EATER, THE—Anne Bancroft, Peter Finch—English
QUICK GUN, THE—(C)—Audie Murphy, Merry Anders
SENILITA—Anthony Franciosa, Claudia Cardinale
THESE ARE THE DAMMED—Macdonald Carey, Shirley Ann Field
TRAVELING LADY, THE—Steve McQueen, Lee Remick
WATCH IT, SAILOR—Dennis Price Marjorie Rhodes

EMBASSY

8½—FAN-135m.—Marcello Mastroianni, Claude Cardinale—5061 (6-26-63)—Strictly for art house sophisticates and Fellini fans—Italian; English titles
CONJUGAL BED, THE—CD-87m.—Ugo Tognazzi, Vidady—5094 (9-25-63)—Well-made, entertaining import—Italian made; English titles
EASY LIFE, THE—D-105m.—Vittorio Gassman, Jean Louis Trintignant—5121 (1-8-64)—Highly interesting import—Italian-made; English titles

FACE IN THE RAIN, A—D-81m.—Rory Calhoun, Marina Berti, Niall MacGinnis—5029 (3-20-63)—Supense in war for program—Italian; English language
FURY AT SMUGGLERS BAY—MD-92m.—Peter Cushing, Michele Mercier—*5117 (12-18-63)—Mediocre import—English-made*
LANDRU—D-114m.—(EC)—Charles Denner, Michele Morgan—5037 (4-17-63)—Absorbing import—French; English titles
LOVE AT TWENTY—D-113m.—Jean-Pierre Leaud, Eleanora Rossi Drago—5021 (2-20-63)—Exploitable entry for art sports—Filmed abroad; English titles
MADAME—CD-104m.—(TE; TC)—Sophia Loren, Robert Hossein—5025 (3-6-63)—Exploitable offering for art and other spots—Italian made; Dubbed in English)
WOMEN OF THE WORLD—DOC-107m.—(TC)—Narrated by Peter Ustinov—5065 (7-10-63)—Informative peek at cultural and anatomical similarities of women of the world in "Mondi Cane" Fashion—Italian; English narration

COMING

BEAR, THE—Renato Rascal, Francis Blanche
APHRODITE, GODDESS OF LOVE—(C)—Isabel Corey
PASSIONATE THIEF, THE—Anna Magnani
YOUNG GIRLS OF GOOD FAMILY—Ziva Rodann—French
LIGHT FANTASTIC, THE—Dolores McDougal, Barry Bartle
LOVE MAKERS, THE—Claudia Cardinale, Jean-Paul Belmondo
THREE PENNY OPERA—Curt Jurgens, June Ritchie
GHOST AT NOON—(C)—Brigitte Bardot, Jack Palance
EMPTY CANVAS, THE—Bette Davis, Horst Buchholz
ONLY ONE NEW YORK—Documentary
YESTERDAY, TODAY AND TOMORROW—Sophia Loren, Marcello Mastroianni
ZULU—(TE; TC)—Stanley Baker, Jack Hawkins, Ulla Jacobson
APE WOMAN, THE—Ugo Tognazzi, Annie Girardot—Italian
CONTEMPT—(WS; C)—Brigitte Bardot, Jack Palace—Italian

MGM

DISTRIBUTED DURING THE PAST 12 MONTHS

S421 **ANY NUMBER CAN WIN**—MD-111m.—(Dialyscope)—Jean Gabin, Alain Delon—5102 (10-23-63)—Good Import—French-made; English titles
316 **CAIRO**—MD-91m.—George Sanders, Richard Johnson—5017 (2-6-63)—Okay crime programmer in Egyptian locale
326 **CAPTAIN SINDBAD**—FAN-85m.—(TC)—Guy Williams, Heidi Bruhl—5062 (6-26-63)—Well-made fantasy is solid entertainment—Filmed abroad
331 **CATTLE KING**—W-89m.—(EC)—Robert Taylor, Joan Caulfield—5053—(6-12-63)—Large scale western
CHILDREN OF THE DAMNED—D-90.—Ian Hendry, Barbara Ferris—5126 (1-22-64)—Superior suspense shocker is worthy sequel of "Village Of The Damned"—English-made
322 **COME FLY WITH ME**—CD-109m.—(PV; MC)—Dolores Hart, Hugh O'Brien, Karl Boehm—5034 (4-3-63)—Romantic adventures of three airline hostesses
313 **COUNTERFEITERS OF PARIS, THE**—CMD-99m.—Jean Gabin, Martine Carol—5029 (3-20-63)—Comedy meller has Gallic charm and Jean Gabin—French; English titles
321 **COURTSHIP OF EDDIE'S FATHER, THE**—CD-117m.—(PV; MC)—Glenn Ford, Shirley Jones, Ronny Howard—5029 (3-20-63)—Fine entertainment for everyone
318 **DIME WITH A HALO**—D-94m.—Barbara Luna, Roger Mobley, Paul Langton—5030 (3-20-63)—Satisfactory for the program
327 **DRUMS OF AFRICA**—MD-92m.—(MC)—Frankie Avalon, Mariette Hartley—5042 (5-1-63)—Okay adventure yarn for program
FAMILY DIARY—D-114m.—(TC)—Marcello Mastroianni, Jacques Perrin—5113 (12-4-63)—Drama for art spots—Italian-made; English titles
330 **FLIPPER**—D-90m.—(MC)—Chuck Connors, Luke Halpin, Kathleen Maguire—5045 (5-15-63)—Good family entertainment
320 **FOLLOW THE BOYS** MUC-95m.—(PV; MC)—Connie Francis, Paula Prentiss, Ron Randell—5022 (2-20-63)—Moderate musical aimed at teen audiences
319 **FOUR DAYS OF NAPLES, THE** —D-124m.—Regina Bianchi, Aldo Guiffre—5037 (4-17-63)—Inspiring Import deserves highest rating—Italian; English titles
401 **HAUNTING, THE**—D-112m.—(PV)—Julie Harris, Claire Bloom, Richard Johnson—5077 (B-21-63)—Superior shocker with names
HOW THE WEST WAS WON—D-155m.—(CN; TC)—James Stewart, Debbie Reynolds, George Peppard, others—4997 (11-21-62)—The greatest western spectacle; tops them all
406 **HOOTENANNY HOOT**—MU-91m.—Peter Breck, Ruta Lee, Pam Austin—5089 (9-11-63)—Entertaining entry pushing new country music craze
325 **IN THE COOL OF THE DAY**—D-89m.—(PV; MC)—Jane Fonda, Peter Finch—5049 (5-9-63)—Fairly interesting romance
323 **IT HAPPENED AT THE WORLD'S FAIR**—C-105m.—(PV; MC)—Elvis Presley, Joan O'Brien—5038 (4-17-63)—All depends on Presley draw
MAIL ORDER BRIDE—C-85m.—(PV; MC)—Buddy Ebsen, Keir Dullea, Lois Nettleton—5126 (1-22-64)—Appealing western comedy with different twist
307 **MAIN ATTRACTION, THE**—D-90m.—(MC)—Pat Boone, Nancy Kwan—5053 (6-12-63)—Adult drama of young love with circus background—Filmed in England and Italy
340 **MONKEY IN WINTER**—D-104m.—Jean Gabin, Jean-Paul Belmondo, Suzanne Flon—5017 (2-6-63)—Okay entry for art spots—French; English titles
403 **MURDER AT THE GALLOP**—CD-81m.—Margaret Rutherford, Robert Morley—5065 (7-10-63)—'Miss Marple' returns in another delightful mystery-comedy—English
355 **MUTINY ON THE BOUNTY**—D-179m.—(PV; TC)—Marlon Brando, Trevor Howard, Tarita—4998 (11-21-62)—High rating adventure entry
PRIZE, THE—D-135m.—(PV; MC)—Paul Newman, Elke Sommer, Edward G. Robinson—5114 (12-4-63)—Names, plenty of action boost plush drama—Partly made in Sweden
324 **RIFIFI IN TOKYO**—MD-89m.—Karl Boehm, Barbara Lass—5042 (5-1-63)—Ordinary crime meller is program material—Made in Japan
306 **SAVAGE GUNS, THE**—W-85m.—(MC; MS)—Richard Basehart, Marie Grenada—5022 (2-20-63)—Average western for program Made in Spain
309 **SEVEN SEAS TO CALAIS**—MD-102m.—(CS; EC)—Rod Taylor, Irene Worth—5030 (3-20-63)—Good Swashbuckling Adventure—Italian; spoken in English
328 **SLAVE, THE**—MD-102m.—(CS; EC)—Steven Reeves—5045 (5-15-63)—Good action entry about ancient Romans—Italian-made dubbed in English
SQUARE OF VIOLENCE—MD-96m.—(Wide Screen)—Broderick Crawford—509B (10-9-63)—Okay programmer—European made
SUNDAY IN NEW YORK—C-105m.—(MC)—Cliff Robertson, Jane Fonda, Rod Taylor—5117 (12-18-63)—Bright, sophisticated comedy to suit adult tastes
333 **TARZAN'S THREE CHALLENGES**—MD-92m.—(Dyiascope; MC)—Jock Mahoney, Woody Strode—5066 (7-10-63)—Colorful Tarzan adventure—Filmed abroad
334 **TICKLISH AFFAIR, A**—AC-89m.—(PV; MC)—Shirley Jones, Gig Young, Red Buttons—5066 (7-10-63—Mild romantic comedy aimed at family audiences
409 **TWILIGHT OF HONOR**—D-104m.—(PV)—Richard Chamberlain, Nick Adams, Joan Blackman—5094 (9-25-63)—Interesting trial drama for adults
404 **WHEELER DEALERS, THE**—C-106m. (PV; MC)—James Garner, Lee Remick—5094 (9-25-63)—Money-men run riot in bright, star-filled farce
336 **YOUNG AND THE BRAVE, THE**—D-84m.—Rory Calhoun, William Bendix—5046 (5-15-63)—Okay programmer
402 **V.I.P.'s THE**—D-119m.—(PV; MC)—Elizabeth Taylor, Richard Burton, Louis Jourdan—5077 (8-21-63)—A big one with potent names—English made

COMING FEATURES IN ORDER OF RELEASE

DAY AND THE HOUR, THE—Simon Signoret, Stuart Whitman
TWO ARE GUILTY—(Dallyscope)—Anthony Perkins, Jean Claude Brialy
VICE AND VIRTUE—Catherine Daneuve, Annie Girardot, Robert Hassein
TIKO AND THE SHARK—(WS; C)—Tahitian Cast
Feb. **NIGHT MUST FALL**—Albert Finney—English
Mar. **OF HUMAN BONDAGE**—PV; MC)—Kim Novak, Laurence Harvey
Mar. **MGM'S BIG PARADE OF COMEDY**—Compilation
Mar. **SEVEN FACES OF DR. LAO, THE**—(WS, C)—Tony Randall, Barbara Eden

COMING

AMERICANIZATION OF EMILY, THE—James Garner, Julie Andrews, Melvyn Douglas
COMPANY OF COWARDS, THE—(PV)—Glenn Ford, Stella Stevens, Jim Backus
GLADIATORS SEVEN—(CS)—Richard Harrison
GLOBAL AFFAIR, A—Bob Hope, Lilo Pulver, Yvonne DeCarlo
GOLDEN ARROW, THE—(TE; EC)—Tab Hunter, Rosanna Padesta
GOLD FOR THE CAESARS—(C)—Jeffrey Hunter
GUNFIGHTERS AT CASA GRANDE—Alex Nicol
HERCULES, SAMSON, AND ULYSSES—(WS; EC)—Kirk Morris, Richard Lloyd—Italian-made
HONEYMOON HOTEL—Robert Goulet, Nancy Kwan
JUDGMENT IN THE SUN—Paul Newman, Claire Bloom, Laurence Harvey
KISSIN' COUSINS—(PV; MC)—Elvis Presley, Pamela Austin
LOOKING FOR LOVE—(MC)—Connie Francis, Jim Hutton
LOVE CAGE—Jane Fonda, Alan Delon
MURDER MOST FOUL—Margaret Rutherford, Terry Scott
NIGHT OF THE IGUANA—Richard Burton, Ava Gardner, Deborah Kerr
POSTMAN'S KNOCK—Spike Milligan, Barbara Shelley

Family Diary	A2	MGM
Fantasia—Re.	A2	BV
Farewell To Arms, A—Re.—	B	Fox
● Fate Is The Hunter		Fox
● FBI Code 9B		WB
● Fear		A-I
55 Days At Peking	A1	AA
● Finest Hours, The		Col.
● First Men In The Moon		Col.
Five Miles To Midnight	A3	UA
● Flight From Ashiya		UA
Flipper	A1	MGM
Follow The Boys	B	MGM
For Love Or Money	B	U-I
● For Those Who Think Young		UA
Four Days Of Naples	A2	MGM
Four For Texas	B	WB
Free White and 21	B	A-I
French Came, The		For.
● From Russia, With Love		UA
Fun In Acapulco	A3	Par.
Fury at Smuggler's Bay		Emb.
Fury Of The Pagans	A2	Col.

G

Gathering Of Eagles, A	A1	U-I
● Ghost At Noon		Emb.
Giant—Re	A1	WB
Giant Of Metropolis, The		For.
Gidget Goes To Rome	A1	Col.
● Gladiators Seven		MGM
● Global Affair, A		MGM
● Gold For The Caesars		MGM
● Golden Arrow, The		MGM
● Goliath And The Sins Of Babylon	A1	A-I
Gone Are The Days	A2	Misc.
● Good Neighbor Sam		Col.
● Good Soup, The		Fox
● Graveside Story, The		A-I
Great Escape, The	A1	UA
● Great Race, The		WB
● Greatest Story Ever Told, The		UA
Gunfight At, Comanche Creek	A3	AA
Gunfight At The Ok Corral—Re.	B	Par.
● Gunfighter At Casa Grande		MGM
Gun Hawk, The	B	AA

H

Hand Of Death	A2	Fox
Harbor Lights	A2	Fox
Haunted Palace	A2	A-I
Haunting, The	A2	MGM
● He Rides Tall	B	U
Heavenly Bodies		Misc.
● Hercules, Samson And Ulysses		MGM
● Hey There, It's Yogi Bear		Col.
● Hide And Seek	A2	U
● Honeymoon Hotel		MGM
Hootenanny Hoot	A2	MGM
● Horror Of It All, The		Fox
Hot Money Girl		For.
House Of The Damned	A2	Fox
Householder, The	A2	For.
How The West Was Won	A1	MGM
Hud	A3	Par.

I

I Could Go On Singing	A3	UA
● I'D Rather Be Rich		U
● I Love, You Love	C	Col.
Incredible Journey, The	A1	BV
In The French Style	A3	Col.
In The Cool Of The Day	B	MGM
● Incredible Mr. Limpet, The	A1	WB
Invasion Of The Star Creatures	A1	A-I
Invincible Gladiator, The		For.
● Invitation To A Gunfighter		UA
Invitation To Murder		For.
Irma La Douce	B	UA
Island Of Love	B	WB
● Island Of The Blue Dolphins		U
It Happened At The World's Fair	A2	MGM
● It's Alive		AI
It's A Mad, Mad, Mad, Mad World	A1	UA

J

Jason and the Argonauts	A1	Col.
Johnny Cool	B	UA
● Judgment In The Sun		MGM
Julie The Redhead		For
Just For Fun	A2	Col.

K

King Kong vs. Godzilla	A1	U
Kings Of The Sun	A2	UA
Kiss Of The Vampire	A2	U
• Kisses For My President		WB
• Kissin' Cousins		MGM
• Kitten With A Whip		U
Knife In The Water		For.

L

Ladies Who Do	A2	For.
Ladybug, Ladybug	A2	UA
• Lady In A Cage	B	Par.
Lancelot And Guinevere (Sword of Lancelot)	A2	U-I
La Poupee		For.
Landru	B	Emb.
• Lassie's Great Adventure	A1	Fox
• Last Man on Earth		A-I
Last Train From Gun Hill, The—Re.	A2	Par.
Lawrence Of Arabia	A2	Col.
• Law Of The Lawless		Par.
Leopard, The	A3	Fox
• Life In Danger, A	A2	AA
• Light Fantastic, The	B	Emb.
Lilies Of The Field, The	A1	UA
• Lilith		Col.
List Of Adrian Messenger, The	A1	U-I
• Lively Set, The		U
Long Absence, The	A2	For.
• Long Ships, The		Col.
• Longest Day, The	A1	Fox
• Looking For Love		MGM
• Lord Jim		Col.
Lord Of The Flies	A2	For.
Love At Twenty	A3	EMB
• Love Cage		MGM
Love Is A Ball	A3	UA
• Love Makers, The		Emb.
Love On A Pillow	C	Col.
Love With the Proper Stranger	A3	Par.
Lover Come Back—Re.	B	U

M

Madame	B	Emb.
Madmen Of Mandores		Misc.
Mail Order Bride	A3	MGM
Main Attraction, The	B	MGM
Man From The Diners' Club	A1	Col.
Man From Galveston, The	A2	WB
Man In The Middle	B	Fox
Man Who Knew Too Much, The—RE	A1	Par.
Maniac	A3	Col.
Man's Favorite Sport?	A3	U-I
Marilyn	B	Fox
• Marnie		U
• Mary Poppins		BV
Marriage Of Figaro	A3	For.
Mary, Mary	A2	WB
• Masque Of The Red Death		AI
• MGM's Big Parade Of Comedy		MGM
McLintock	A1	UA
• Merlin Jones		BV
Mill Of The Stone Women		For.
Mind Benders, The	A3	A-I
Miracle Of The White Stallions	A1	BV
Misadventures of Merlin Jones	A1	BV
• Mister Moses		UA
Moderato Contabile		For.
Monkey In Winter	A3	MGM
Monstrosity		Misc.
• Moon-Spinners, The		BV
Move Over, Darling	A3	Fox
Murder At The Gallop	A1	MGM
• Murder Most Foul		MGM
Muriel	A3	For.
• Muscle Beach Party		A-I
Mutiny On The Bounty	A2	MGM
• My Fair Lady		WB
My Hobo		For.
My Life To Live	C	For.
My Six Loves	A1	Par.
My Son, The Hero	A1	UA
My Son the Vampire		For.

N

Naked Autumn		For.
• Naked Kiss, The		AA
• Natives Are Restless Tonight, The		MGM
Nature's Sweethearts		Misc.
• New Interns, The		Col.
New Kind Of Love, A	B	Par.
• Night Must Fall		MGM
• Night Of The Iguana		MGM
Night Tide (Filmgroup)		A-I
• Nightmare	A2	U
Nine Hours To Rama	A3	Fox
Nutty Professor, The	A1	Par.

O

• Of Human Bondage		MGM
Of Love And Desire	B	Fox
Old Dark House, The	A2	Col.
• One Man's Way		UA
1000 Shapes of A Female		Misc.
Operation Bikini	B	A-I
• Only One New York		Emb.
Ordered To Love		For.
• Out-Of-Towners, The		WB

RHINO—(MC)—Harry Guardino, Robert Culp
SANDOKAN, THE GREAT—(WS; TC)—Steve Reeves
SIGNPOST TO MURDER—(PV)—Joanne Woodward, Stuart Whitman
SMOG—(WS)—Annie Girardot, Renato Salvatore
TAMAHINE—(C)—Nancy Kwan, John Fraser
UNSINKABLE MOLLY BROWN, THE—(PV; MC)—Debbie Reynolds, Harve Presnell
VILLAGE OF DAUGHTERS—Eric Sykes, Gregoire Aslan
VIVA LAS VEGAS—PV; MC)—Elvis Presley, Ann Margret

PARAMOUNT

DISTRIBUTED DURING THE PAST 12 MONTHS

6307 **ALL THE WAY HOME**—D—103m.—Jean Simmons, Robert Preston, Michael Kearney—5095 (9-25-63)—Well made drama for discriminating audiences
6221 **COME BLOW YOUR HORN**—C-112m.—(PV; TC)—Frank Sinatra, Molly Picon, Barbara Rush—5049 (5-29-63)—Very funny comedy should roll to top returns
6220 **DONOVAN'S REEF**—CD-107m.—(TC)—John Wayne, Lee Marvin, Elizabeth Allen—5062 (6-26-63)—Sell the names and the action
R6301 **DON'T GIVE UP THE SHIP**—C-89m.—Jerry Lewis—5073 (8-7-63)—Amusing Lewis entry—Reissue
6217 **DUEL OF THE TITANS**—MD-90m.—(CS; EC)—Steve Reeves, Gordon Scott, Virna Lisi—5062 (6-26-63)—Actionful, large scale spectacle of ancient times—French-Italian co-production; dubbed in English
6305 **FUN IN ACAPULCO**—MU-100m.—(TC)—Elvis Presley, Ursula Andress—5109 (11-20-63)—Presley sings again
R6218 **GUNFIGHT AT THE O.K. CORRAL**—W-122m.—(TC)—Burt Lancaster, Kirk Douglas—5056 (6-12-63)—Super western rates high—Reissue
6216 **HUD**—D-112m.—(PV)—Paul Newman, Melvin Douglas, Patricia Neal—5046 (5-15-63) High rating dramatic entertainment
R6223 **LAST TRAIN FROM GUN HILL, THE**—W-94m.—(TC)—Kirk Douglas, Anthony Quinn—5056 (6-12-63)—Suspenseful, big scale western—Reissue
6312 **LOVE WITH THE PROPER STRANGER**—D-100m.—Natalie Wood, Steve McQueen—5118 (12-18-63)—Warm, entertaining drama of youngsters searching for love
R6214 **MAN WHO KNEW TOO MUCH, THE**—MD-120m.—(VV; TC)—James Stewart, Doris Day—5046 (5-15-63)—Reissue of high rating Hitchcock thriller
6213 **MY SIX LOVES**—CD-101m.—(TC)—Debbie Reynolds, Cliff Robertson—5025 (3-6-63)—Warm, entertaining family treat
6304 **NEW KIND OF LOVE, A**—C-110m.—(TC)—Paul Newman, Joanne Woodward, Thelma Ritter—5090 (9-11-63)—Entertaining comedy
6219 **NUTTY PROFESSOR, THE**—C-107m.—(TC)—Jerry Lewis, Stella Stevens—5046 (5-15-63)—Jerry Lewis rides again
6212 **PAPA'S DELICATE CONDITION**—C-98m.—(TC)—Jackie Gleason, Glynis Johns—5022 (2-20-63)—Comedy offers fun for the family
6318 **PARIS PICK-UP**—D-90m.—Robert Houssein, Lea Massari—5114 (12-4-63)—Mystery meller import of average interest—French-made; dubbed in English
R6302 **ROCK-A-BYE BABY**—C-116m.—(TC)—Jerry Lewis—5073 (8-7-63)—Highly amusing Lewis entry—Reissue
6317 **SON OF CAPTAIN BLOOD**—MD-88m.—(CS; TC)—Sean Flynn, Ann Todd—5114 (12-4-63)—Fair action entry—Made abroad
R6308 **TO CATCH A THIEF**—MYC-106m.—(VV; TC)—Cary Grant, Grace Kelly—5073 (8-7-63)—High rating entertainment—Reissue
R6215 **TROUBLE WITH HARRY, THE**—C-99m.—(VV; TC)—Edmund Gwenn, John Forsythe, Shirley MacLaine—5046 (5-15-63)—Reissue is off-beat, amusing Hitchcock entry
R6309 **VERTIGO**—MD-127m.—(VV; TC)—James Stewart, Kim Novak—5073 (8-7-63)—Names will help suspense film—Reissue
6310 **WHO'S BEEN SLEEPING IN MY BED?**—C-103m.—(PV; TC)—Dean Martin, Elizabeth Montgomery, Carol Burnett—5114 (12-4-63)—Sophisticated, adult comedy
6306 **WHO'S MINDING THE STORE?**—C-90m.—(TC)—Jerry Lewis, Jill St. John—5114 (12-4-63)—Amusing Lewis entry
6303 **WIVES AND LOVERS**—C-103m.—Janet Leigh, Van Johnson, Shelly Winters—5073 (8-7-63)—Loads of laughs in sophisticated comedy about romantic hi-jinks

COMING FEATURES IN ORDER OF RELEASE

Feb. **SEVEN DAYS IN MAY**—Burt Lancaster, Kirk Douglas, Fredric March, Ava Gardner
April **PARIS WHEN IT SIZZLES**—(TC; PV)—William Holden, Audrey Hepburn
May **LAW OF THE LAWLESS**—(TC)—Dale Robertson, Yvonne De Carlo, William Bendix
June **LADY IN A CAGE**—Olivia de Havilland, Jeff Corey, Ann Sothern

COMING

BECKET—(PV; EC)—Richard Burton, Peter O'Toole
CARPETBAGGERS, THE—(70mm. PV; TC)—George Peppard, Alan Ladd, Carroll Baker, Martha Hyer
CIRCUS WORLD—(TC)—John Wayne, Claudia Cardinale, John Smith, Rita Hayworth
FALL OF THE ROMAN EMPIRE—(UltraPV; TC)—Sophia Loren, Stephen Boyd
PATSY, THE—(TC)—Jerry Lewis, Ina Balin
ROBINSON CRUSOE ON MARS—(TS; TC)—Paul Mantee, Vic Lundin
STAGE TO THUNDER ROCK—(TC)—Barry Sullivan, Marilyn Maxwell, Scott Brady
WHERE LOVE HAS GONE—(TS; TC)—Susan Hayward, Bette Davis

20TH CENTURY-FOX

DISTRIBUTED DURING THE PAST 12 MONTHS

304 **DAY MARS INVADED EARTH, THE**—MD-70m.—(CS)—Kent Taylor, Marie Windsor—5050 (5-29-63)—Unusual, interesting programmer
CLEOPATRA—D-221m.—(Todd-AO; DC)—Elizabeth Taylor, Richard Burton, Rex Harrison—5062 (6-26-63)—Superior entertainment
312 **CONDEMNED OF ALTONA, THE**—D-114m.—Sophia Loren, Maximilian Schell, Fredric March—5090 (9-11-63)—Powerful, disturbing drama for discriminating—Made in Europe
320 **FAREWELL TO ARMS, A**—D-123m.—(CS; DC)—Rock Hudson, Jennifer Jones—5090 (9-11-63)—Fine filmization of famous book—Reissue
212 **HAND OF DEATH**—MD-62m.—(CS)—John Agar, Paula Ramond—5038 (4-17-63)—'Moster' dualler
317 **HARBOR LIGHTS**—MD-68m.—(CS)—Kent Taylor, Miriam Colon—5069 (7-24-63)—Fair programmer
313 **HOUSE OF THE DAMNED**—MD-62m.—(CS)—Ronald Foster, Merry Anders—5042 (5-1-63)—Good "haunted house" meller for duallers
311 **LEOPARD, THE**—D-161m.—(CS; DC)—Burt Lancaster, Alan Delon, Claudia Cardinale—5078 (8-21-63)—Cannes prize winner is over-long entry for art, specialty spots—Italian-made
318 **LONGEST DAY, THE**—D-180m.—(CS)—All-star cast—4986 (10-10-62)—High rating war entry—Filmed abroad
401 **MAN IN THE MIDDLE**—D-94m.—(CS)—Robert Mitchum, France Nuyen—5121 (1-8-64)—Interesting drama—Filmed in England and India
302 **MARILYN**—DOC.—83m.—(CS; C and black and white)—Narrated by Rock Hudson—5056 (6-12-63)—Mildly impressive documentary on late Marilyn Monroe
324 **MOVE OVER DARLING**—C-103m.—(CS; DC)—Doris Day, James Garner, Polly Bergen—5115 (12-4-63)—Entertaining comedy
307 **NINE HOURS TO RAMA**—D-125m.—(CS; DC)—Horst Buchholz, Jose Ferrer, Valerie Gearon—5022 (2-20-63)—Engrossing dramatic reenactment of Gandhi's assasination—Filmed in India and England
319 **OF LOVE AND DESIRE**—D-97m.—(DC)—Merle Oberon, Steve Cochran, Curt Jurgens—5090 (9-11-63)—Romantic drama is fair entry for adults only—Mexican-made
316 **POLICE NURSE**—MD-64m.—(CS)Ken Scott, Merry Anders—5050 (5-29-63)—For the lower half
306 **ROBE, THE**—D-133m.—(TC; CS)—Richard Burton, Jean Simmons—5017 (2-6-63)—Excellent—Reissue
309 **STRIPPER, THE**—D-95m.—(CS)—Joanne Woodward, Richard Beymer—5042 (5-1-63)—Interesting drama
323 **TAKE HER, SHE'S MINE**—C-98M.—(CS; DC)—James Stewart, Sandra Dee, Audrey Meadows—5102 (10-23-63)—Highly amusing romantic comedy
308 **THIRTY YEARS OF FUN**—COMP-85m.—Produced by Robert Youngson—5023 (2-20-63)—Highly amusing compilation of footage of yesteryear
326 **THUNDER ISLAND**—MD-65m.—(CS)—Gene Nelson, Fay Spain, Miriam Colon—5098 (10-9-63)—Good programmer
315 **YELLOW CANARY, THE**—D-93m.—(CS)—Pat Boone, Barbara Eden—5038 (4-17-63)—Well-made mystery thriller

COMING FEATURES IN ORDER OF RELEASE

Sept. **LASSIE'S GREAT ADVENTURE**—(DC)—June Lockhart, Hugh Reilly
Nov. **YOUNG SWINGERS, THE**—Molly Bee
Jan. **SURF PARTY**—Bobby Vinton, Jackie DeShannon
Feb. **EYES OF ANNIE JONES, THE**—Richard Conte, Francesca Annis
Feb. **SHOCK TREATMENT**—(CS)—Stuart Whitman, Carol Lynley

COMING

AMOK—Jock Mahoney, Margia Dean
FATE IS THE HUNTER—(CS; C)—Glenn Ford, Suzanne Pleshette
GOOD SOUP, THE—(CS)—Franchot Tone, Annie Giradot
HORROR OF IT ALL, THE—Pat Boone, Erica Rogers
THIRD SECRET, THE—(CS)—Stephen Boyd, Pamela Franklin—English
VISIT, THE—(CS)—Ingrid Bergman, Anthony Quinn
WHAT A WAY TO GO!—(CS; DC)—Shirley MacLaine, Paul Newman, Robert Mitchum

UNITED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

6310 **AMAZONS OF ROME**—SPEC.-93m.—(EC)—Louis Jourdan, Sylvia Syms—5025 (3-6-63)—Actionful ancient war spectacle—French-Italian co-production; dubbed in English

BEAUTY AND THE BEAST—MD-77m.—(TC)—Joyce Taylor, Mark Damon—5095 (9-25-63)—Okay family programmer—Harvard

BIG RISK, THE—D-111m.—Lino Ventura, Sandra Milo—5056 (6-12-63)—Interesting crime meller—Franco-Italian co-production; dubbed in English—Amon

6314 **CALL ME BWANA**—C-103m.—(EC)—Bob Hope, Anita Ekberg, Edie Adams—5050 (5-29-63)—Entertaining Hope entry—Eon

6315 **CARETAKERS, THE**—D-97m.—Robert Stack, Polly Bergan, Joan Crawford—5078 (8-21-63)—Gripping drama of life in mental hospital—Barlett

CEREMONY, THE—D-105m.—Laurence Harvey, Sarah Miles—5118 (12-18-63)—Best for the arty set—Harvey

6207 **CLOWN AND THE KID, THE**—D-66m.—John Lupton, Mike McGeevey, Mary Webster—5091 (9-11-63)—For the lower half and Saturday matinees—Harvard

COURT MARTIAL—MD-82m.—Karlheinz Boehm, Sabina Sesselman—5098 (10-9-63)—Interesting, tragic war story—German-made; dubbed in English

6308 **DIARY OF A MADMAN**—MD-96m.—(TC)—Vincent Price, Nancy Kovack—5025 (3-6-63)—Good horror show for program—Admiral

6307 **DR. NO**—MD-111m.—(TC)—Sean Connery, Ursula Andress—5034 (4-3-63)—High rating adventure drama loaded with sex, skullduggery, and thrills—English—Saltzman-Broccoli

6306 **FIVE MILES TO MIDNIGHT**—D-110m.—Sophia Loren, Anthony Perkins—5023 (2-20-63)—Drama has suspense, intrigue, other angles—Litvak

6312 **GREAT ESCAPE, THE**—MD-168m.—(PV; DC)—Steve McQueen, James Garner—5038 (4-17-63)—Solid, exciting, suspenseful P.O.W. yarn—Mirisch

6311 **I COULD GO ON SINGING**—DMU-99m.—(PV; TC)—Judy Garland, Dirk Bogarde—5030 (3-20-63)—Entertaining drama—English

6313 **IRMA LA DOUCE**—C-146m.—(PV; TC)—Jack Lemmon, Shirley MacLaine—5056 (6-12-63)—Highly entertaining entry for adult audiences—Mirisch

6401 **IT'S A MAD, MAD, MAD, MAD WORLD**—C-194m. plus intermission—(Cinerama; ultra-Panavision; TC)—Spencer Tracy, Milton Berle, Ethel Merman, others—5109 (11-20-63)—High rating entertainment—Kramer

6319 **JOHNNY COOL**—MD-101m.—Henry Silva, Elizabeth Montgomery—5091 (9-11-63)—Actionful killer-gangster meller—Chrislaw

6402 **KINGS OF THE SUN**—D-108m.—(PV; DC)—Yul Brynner, Shirley Anne Field—5118 (12-18-63)—Names must carry mild spectacle—Mirisch

6405 **LADYBUG, LADYBUG**—D-84m.—Jane Connell, William Daniels—5119 (12-18-63)—Off-beat drama with a message—Perry

6321 **LILIES OF THE FIELD, THE**—CD-94m.—Sidney Poitier, Lilia Skala—5073 (8-7-63)—Heartwarming, delightful family entertainment—Rainbow

6309 **LOVE IS A BALL**—C-112m.—(PV; TC)—Glenn Ford, Hope Lange, Charles Boyer—5026 (3-6-63)—Slick sophisticated comedy romp—Oxford-Gold Medal

6322 **MC LINTOCK**—W-127m.—(PV; TC)—John Wayne, Maureen O'Hara—5112 (11-20-63)—Well-made fun western

6320 **MY SON, THE HERO**—MD-111m.—(TC)—Pedro Armendariz, Antonella Lualdi—5095 (9-25-63)—Adventure yarn offers fun—Italian-made; dubbed in English

6323 **STOLEN HOURS**—D-100m.—(DC)—Susan Hayward, Michael Craig—5098 (10-9-63)—Well-done heart-tugger aimed at the ladies—English-made—Mirisch

6226 **THIRD OF A MAN**—D-80m.—Simon Oakland, Jimmy Gaines,—5091 (9-11-63)—Family programmer of mental illness—Phoenix

781 **TOM JONES**—C—131m.—(EC)—Albert Finney, Susannah York—5100 (10-9-63)—High rating entry for adult audiences—English-made

6316 **TOYS IN THE ATTIC**—D-90m.—(PV)—Dean Martin, Geraldine Page, Wendy Hiller, Yvette Mimieux—5063 (6-26-63)—Powerful, adult drama—Mirisch-Claude

6318 **TWICE TOLD TALES**—MD-119m.—(TC)—Vincent Price, Mari Blanchard—5099 (10-9-63)—Okay horror item—Kent

COMING FEATURES IN ORDER OF RELEASE

Feb. **ONE MAN'S WAY**—Don Murray, Diana Hyland—Ross
Mar. **PINK PANTHER, THE**—(Super-TE 70; TC)—Peter Sellers, Capucine, David Niven, Robert Wagner—Mirisch
April **FLIGHT FROM ASHIYA**—(PV; C)—Yul Brynner, Suzy Parker, Richard Widmark—Hecht
April **FROM RUSSIA, WITH LOVE**—(TS; TC)—Sean Connery, Lotte Lenya—Eon

COMING

BEST MAN, THE—Henry Fonda, Cliff Robertson, Margaret Leighton-Miller-Turman
DUBIOUS PATRIOTS, THE—(PV; C)—Stewart Granger, Henry Silva, Raf Vallone, Mickey Rooney—Corman
FOR THOSE WHO THINK YOUNG—(TS; TC)—James Darren, Pamela Tiffin—Essex
GREATEST STORY EVER TOLD, THE—(CN; TC)—Max Von Sydow, Charlton Heston—George Stevens
INVITATION TO A GUNFIGHTER—(PV; EC) —Yul Brynner, Janice Rule—Kramer
MISTER MOSES—Robert Mitchum, Carroll Baker—Ross
SATAN BUG, THE—(PV; C)—George Maharis, Joan Hackett—Mirisch
SEVENTH DAWN, THE—William Holden, Susannah York—Helvia
SHOT IN THE DARK, A—Elke Sommer, Peter Sellers—Mirisch
633 SQUADRON—(PV; C)—Cliff Robertson, George Chakiris—Mirisch
TOPKAPI—Melina Mercouri, Peter Ustinov, Maximillian Schell—Filmways
TRAIN, THE—Burt Lancaster, Jeanne Moreau
WOMAN OF STRAW—(C)—Gina Lollabrigida, Sean Connery
WORLD OF HENRY ORIENT, THE—(PV; C)—Peter Sellers, Angela Lansbury—Pan Arts

---

UNIVERSAL

DISTRIBUTED DURING THE PAST 12 MONTHS

6307 **BIRDS, THE**—D-120m.—(TC)—Rod Taylor, Jessica Tandy, Tippi Hedren—5034 (4-3-63)—Different Hitchcock offering looks like strong boxoffice

CAPTAIN NEWMAN, M.D.—CD-126m.—(EC)—Gregory Peck, Tony Curtis, Angie Dickinson, Bobby Darin—5103 (10-23-63)—Very good comedy drama

6303 **COME SEPTEMBER**—C-112m.—(TC; CS)—Rock Hudson, Gina Lollobrigida, Sandra Dee, Bobby Darin—5017 (2-6-63)—Highly enjoyable comedy—Reissue

CHARADE—CMD-114m.—(TC)—Cary Grant, Audrey Hepburn—5095 (9-25-63)—Pleasing, well-made entertainment—Filmed abroad

6319 **FOR LOVE OR MONEY**—C-108m.—(EC)—Kirk Douglas, Mitzi Gaynor—5063 (6-26-63)—Fun entry is well made

6313 **GATHERING OF EAGLES, A**—D-115m.—(EC)—Rock Hudson, Rod Taylor, Mary Peach—5057 (6-12-63)—The Strategic Air Command in action

6314 **KING KONG VS GODZILLA**—MD-90m.—(C)—Michael Keith, James Yagi—5057 (6-12-63)—Exploitable science fiction entry for program—Japanese made

6318 **KISS OF THE VAMPIRE**—MD-88m.—(EC)—Clifford Evans, Niel Williman—5074 (8-7-63)—Good horror entry—English

6312 **LANCELOT AND GUINEVERE (SWORD OF LANCELOT)**—D-116m.—(PV; EC)—Cornel Wilde, Jean Wallace—5042 (5-1-63)—Colorful tale of Knights of yesteryear—English made

6315 **LIST OF ADRIAN MESSENGER, THE**—MD-98m.—George C. Scott, Dana Wynter—5050 (5-29-63)—Absorbing, well-made mystery

6302 **LOVER COME BACK**—C-107m.—(EC)—Rock Hudson, Doris Day—5017 (2-6-63)—Comedy has angles to make it a hit—Reissue

MAN'S FAVORITE SPORT?—C-120m.—(TC)—Rock Hudson, Paula Prentiss—5126 (1-22-64)—Cute comedy

6309 **PARANOIAC**—MD-80m.—Jeanette Scott, Oliver Reed—5039 (4-17-63)—Interesting horror import—English

RAIDERS, THE—W-75m.—(C)—Robert Culp, Brian Keith, Judi Meredith—5119 (12-18-63)—For the lower half

6310 **SHOWDOWN**—W-79m.—Audie Murphy, Kathleen Crowley—5039 (4-17-63)—For lower half of program

SWORD OF LANCELOT—SEE LANCELOT AND GUINEVERE

6311 **TAMMY AND THE DOCTOR**—CD-88m.—(EC)—Sandra Dee, Peter Fonda—5047 (5-15-63)—Cute series entry

---

P

Pagan Island		Misc.
Pair Of Briefs, A		For.
Palm Springs Week-End	B	WB
Parnoiac	A2	U-I
Papa's Delicate Condition	AI	Par.
Paris Pick-Up		Par.
• Party, The		AA
• Paris When It Sizzles		Par.
• Passionate Thief, The	A3	Emb.
• Patsy, The		Par.
Payroll	B	AA
• Perang		UA
• Pink Panther	A3	UA
Pirate And The Slave Girl		For.
• Playboy		Col.
Playgirls International		Misc.
Play It Cool	A2	AA
• Play It Cooler		Col.
Please, Not Now!	C	For.
Point Of Order		Misc.
Police Nurse	A3	Fox
• Postman's Knock		MGM
PT 109	AI	WB
Prize, The	A3	MGM
Promises, Promises		Misc.
• Psyche 59		Col.
• Pumpkin Eater, The		Col.
Pyro	A3	A-I

Q

• Quick Gun, The		Col.

R

Raiders, The	AI	U
Rampage	B	WB
Reach For Glory		Col.
Resurrection		For.
• Rhino		MGM
Rififi In Tokyo	A3	MGM
Robe, The—Re.	AI	Fox
• Robin And The 7 Hoods		WB
• Robinson Crusoe On Mars		Par.
Rock-A-Bye Baby—Re.	AI	Par.
Run With The Devil		For.
Running Man, The	A3	Col.

S

Samson And The 7 Miracles Of The World	A2	AI
• Samson And The Slave Queen ..	AI	A-I
• Sandokan, The Great		MGM
• Satan Bug, The		UA
Savage Sam	AI	BV
Savage Guns	A2	MGM
Scanty Panties		Misc.
• Secret Door, The		AA
• Send Me No Flowers		U
• Senilita		Col.
• Seven Days In May	A2	Par.
• Seven Faces Of Dr. Lao, The ...		MGM
Seven Seas To Calais	AI	MGM
• Seventh Dawn, The		UA
• Sex And The Single Girl		WB
Shock Corridor	B	AA
• Shock Treatment		Fox
• Shot In The Dark, A		UA
Showdown	A2	U
Siege Of The Saxons	AI	Col.
• Signpost To Murder		MGM
• 633 Squadron		UA
Skydivers, The		Misc.
Slave, The	A2	MGM
Small World Of Sammy Lee, The	B	For.
• Smog		MGM
• Soldier In The Rain	B	AA
• Some People		A-I
Son Of Captain Blood, The		Par.
Sound Of Laughter, The		Misc.
Sound Of Trumpets, The	A2	For.
Spencer's Mountain	A3	WB
Square Of Violence	A2	MGM
• Stage To Thunder Rock		Par.
Steppe, The		For.
Stolen Hours	A2	UA
Strait-jacket	A3	Col.
• Strange Bedfellows		U
• Strangler, The		AA
Stripper, The	B	Fox
Suitor, The	A2	For.
Summer Holiday		A-I
Summer Magic	AI	BV
Summer Place—Re.	B	WB
Sunday In New York		MGM
Sunswept		For.
• Surf Party	A2	Fox
Swingin' Maiden, The		Col.
Sword And The Stone	AI	BV
Sword Of Lancelot (See Lancelot And Guinevere)		

T

Take Her, She's Mine	A3	Fox
• Tamahine		MGM
Tammy And The Doctor	A1	U-I
Tarzan's Three Challenges	A1	MGM
Terrified		Misc.
Terror, The	A2	A-I
Therese		For.
• These Are The Damned		Col.
Three Fables Of Love	B	For.
Three Lives Of Thomasina, The		BV
• Three Penny Opera		Emb.
Three Stooges Go Around The World In A Daze	A1	Col.
Third Of A Man	A2	UA
• Third Secret, The		Fox
Thrill Of It All, The	A2	U-I
13 Frightened Girls	A1	Col.
Thirty Years Of Fun	A1	Fox
This Sporting Life	A4	For.
• Those Crazy Calloways		BV
Thunder Island	A2	Fox
Tiara Tahiti	B	For.
Ticklish Affair, A	A1	MGM
• Tiger Walks, A		BV
• Tiko And The Shark		MGM
To Bed—Or Not To Bed		For.
To Catch A Thief—Re.	A2	Par.
Tom Jones	A4	UA
• Topkapi		UA
• Torpedo Bay		AI
Toys In The Attic	A3	UA
Traitors, The	A1	U
• Train, The		UA
• Traveling Lady, The		Col.
Trouble With Harry, The—Re.	B	Par.
20,000 Leagues Under The Sea-Re.	A1	BV
Twice Told Tales	A2	UA
Twilight Of Honor	A3	MGM
• Two Are Guilty	A3	MGM
Two Nights With Cleopatra	A2	For.

U

Ugly American, The	A1	U-I
• Unearthly Stranger, The		A-I
• Under Age		AI
Under The Yum Yum Tree	A4	Col.
• Unsinkable Molly Brown, The		MGM

V

Vertigo—Re.	A2	Par.
• Vice And Virtue		MGM
Victors, The	A3	Col.
• Village Of Daughters		MGM
Violated Paradise		For.
• Visit, The		Fox
• Viva Las Vegas	B	MGM
V.I.P.'s, The	A3	MGM

W

Wacky Playboy, The		Misc.
Wall Of Noise	B	WB
Walleyed Nippon		For.
War Is Hell	A2	AA
War Of The Buttons, The	C	For.
• Watch It, Sailor		Col.
Werewolf in a Girl's Dormitory	A2	Misc.
• What A Way To Go!		Fox
Wheeler Dealers, The	A2	MGM
• Where Love Has Gone		Par.
Who's Been Sleeping In My Bed	B	Par.
Who's Minding The Store?	A1	Par.
• Wild And Wonderful	A1	U
Wild Is My Love		Misc.
Wives And Lovers	B	Par.
• Women Of Straw		UA
Woman Of The World	C	Emb.
• World Of Henry Orient, The		UA

X

X—The Man With The X-Ray Eyes	A2	A-I

Y

• Yank In Viet-nam, A		AA
Yellow Canary, The	A2	Fox
Yellowstone Cubs		BV
• Yesterday, Today And Tomorrow		Emb.
Young And The Brave	A1	MGM
• Young Girls Of Good Family		Emb.
• Youngblood Hawke		WB
• Young And Willing		U
Young Racers, The	A2	A-I
• Young Swingers, The	A1	Fox

Z

• Zulu		Emb.

6316 **THRILL OF IT ALL, THE**—C—108m.—(EC)—Doris Day, James Garner—5057 (6-12-63)—Highly amusing comedy
6317 **TRAITORS, THE**—MD—71m.—Patrick Allen, James Maxwell—5057 (6-12-63)—Suspense meller for supporting slot—English
6308 **UGLY AMERICAN, THE**—D-120m.—(EC)—Marlon Brando, Sandra Church—5035 (4-3-63)—High rating, topical drama

COMING FEATURES IN ORDER OF RELEASE

Feb. **HE RIDES TALL**—Tony Young, Dan Duryea
Feb. **YOUNG AND WILLING**—Virginia Maskell, Paul Rogers—English-made
Mar. **DARK PURPOSE**—(TC)—Shirley Jones, Rossano Brazzi
Mar. **HIDE AND SEEK**—Janet Munro, Curt Jurgens

COMING

BEDTIME STORY—(C)—Marlon Brando, David Niven, Shirley Jones
BRASS BOTTLE, THE—(EC)—Tony Randall, Burl Ives, Barbara Eden
BULLET FOR A BADMAN—(EC)—Audie Murphy, Darren McGavin, Ruta Lee
CHALK GARDEN, THE—(TC)—Hayley Mills, Deborah Kerr
DREAM MAKER, THE—(C)—Tommy Steele—English-made
I'D RATHER BE RICH—(C)—Sandra Dee, Robert Goulet
ISLAND OF THE BLUE DOLPHINS—(EC)—Celia Kaye, Jule Jayne
LIVELY SET, THE—James Darren, Pamela Tiffin
KITTEN WITH A WHIP—Ann-Margret, John Forsythe
MARNIE—(TC)—Tippi Hedren, Sean Connery
NIGHTMARE—David Knight, Moira Redmond—English-made
SEND ME NO FLOWERS—Rock Hudson, Doris Day
STRANGE BEDFELLOWS—Rock Hudson, Gina Lollobrigida
WILD AND WONDERFUL—(C)—Tony Curtis, Christine Kaufmann

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

362 **ACT ONE**—CD-110m.—George Hamilton, Jason Robards, Jr.—5119 (12-18-63)—Very good comedy drama
358 **AMERICA AMERICA**—D-174m.—Stathis Giallelia—5121—(1-8-64)—Well-made, interesting drama—Filmed abroad
AUNTIE MAME—C-143m.—(TE; TC)—Rosalind Russell, Forrest Tucker—5074 (8-7-63)—Highly humorous entertainment—Reissue
263 **BLACK GOLD**—MD-98m.—Phillip Carey, Diane McBain—5050 (5-29-63)—Fairly interesting oil yarn
352 **CASTILIAN, THE**—D—103m.—(Panacolor; EC)—Caesar Romero, Alida Valli—5099 (10-9-63)—Colorful action adventure for program—Made in Spain
259 **CRITICS CHOICE**—C-100m.—(PV; TC)—Bob Hope, Lucille Ball—5035 (4-3-63)—Amusing comedy gets big 'name' boost
356 **4 FOR TEXAS**—CMD-124m.—(TC)—Frank Sinatra, Dean Martin, Anita Ekberg—5122 (1-8-64)—Western has angles for boxoffice action
257 **GIANT**—D-201m.—(WC)—Elizabeth Taylor, Rock Hudson James Dean—5017 (2-6-63)—A giant of a picture—Reissue
264 **ISLAND OF LOVE**—C-101m.—(PV; TC) Robert Preston, Georgia Moll—5039 (4-17-63)—Cute and colorful comedy
MAN FROM GALVESTON, THE—W—57m.—Jeff Hunter, Joanna Moore—5126 (1-22-64)—Short feature is okay dualler
354 **MARY, MARY**—C-126m.—(TC)—Debbie Reynolds, Barry Nelson—5091 (9-11-63)—Amusing picturization of stage hit
355 **PALM SPRINGS WEEKEND**—CD-100m.—(TC)—Troy Donahue, Connie Stevens—5105 (11-6-63)—Program entry has angles for teens and others
266 **PT 109**—D-140m.—(PV; TC)—Cliff Robertson, Ty Hardin—5030 (3-20-63)—Excellent dramatization of President Kennedy's war-time experiences
353 **RAMPAGE**—D-98m.—(TC)—Robert Mitchum, Elsa Martinelli, Jack Hawkins—5078 (8-21-63)—Two men and a woman on safari is interesting drama
265 **SPENCER'S MOUNTAIN**—D-119m.—(PV; TC)—Henry Fonda, Maureen O'Hara—5026 (3-6-63)—Highly interesting drama for family trade
SUMMER PLACE—D-130m.—(TC)—Richard Egan, Dorothy McGuire—5074 (8-7-63)—Well-made tale of human emotions could gross big—Reissue
351 **WALL OF NOISE**—D-112m.—Ty Hardin, Suzanne Pleshette, Dorothy Provine—5078 (8-21-63)—Interesting romantic drama with horse race background

COMING FEATURES IN ORDER OF RELEASE

Feb. **DEAD RINGER**—Bette Davis, Karl Malden, Peter Lawford
Feb. **DR. CRIPPEN**—Donald Pleasence, James Robertson Justice
Mar. **INCREDIBLE MR. LIMPET, THE**—(TC)—Don Knotts, Carole Cook

COMING

CHEYENNE AUTUMN—(Super-PV 70; C)—Edward G. Robinson, James Stewart, Carroll Baker
DISTANT TRUMPET, A—(PV; TC)—Troy Donahue, Suzanne Pleshette
ENSIGN PULVER—(PV; TC)—Robert Walker, Burl Ives, Millie Perkins
FBI CODE 98—Jack Kelly, Peggy McCay
GREAT RACE, THE—(WS; C)—Burt Lancaster, Jack Lemmon
KISSES FOR MY PRESIDENT—Fred MacMurray, Polly Bergen
MY FAIR LADY—(Super Panavision 70; TC)—Rex Harrison, Audrey Hepburn
OUT-OF-TOWNERS, THE—Glenn Ford, Geraldine Page
ROBIN AND THE 7 HOODS—(PV; TC)—Frank Sinatra, Dean Martin, Sammy Davis, Jr., Bing Crosby
SEX AND THE SINGLE GIRL—(TC)—Tony Curtis, Natalie Wood, Henry Fonda
YOUNGBLOOD HAWKE—James Franciscus, Suzanne Pleshette

MISCELLANEOUS

ALL OF ME—NOV.—73m.—(Partly EC)—Brenda DeNaut—5122 (1-8-64)—Nudie novelty has several angles—Brenner
BALCONY, THE—D-84m.—Shelley Winters, Peter Falk—5035 (4-3-63)—For adults only in the art spots—Continental
BATTLE OF THE WORLDS—MD-84m.—(C)—Claude Raines—5119 (12-18-63)—Fair science fiction meller—Topaz
BELL, BARE AND BEAUTIFUL—NOV—64m.—(EC)—Virginia Bell—5106 (11-6-63)—Nudie novelty has Bell name—Griffith
BEST OF CINERAMA, THE—COMP.-142m.—(TC; CR)— Best of past Cinerama efforts—5122 (1-8-64)—Cinerama
BUNNY YEAGER'S NUDE CAMERA—NOV.-60m.—(C)—Bunny Yeager and models—5018 (2-6-63)—Nudie novelty for exploitation spots—Cinema Syndicate
CORRIDORS OF BLOOD—MD-87m.—Boris Karloff—5053 (6-12-63)—Exploitable horror item—English—MGM through Independent Exchanges
CREATON OF THE HUMANOIDS, THE—MD—75m.—(EC)—Don Megowan, Erica Elliot—5099 (10-9-63)—For the lower half—Emerson Film Ent.
DAUGHTER OF THE SUN GOD—MD-75m.—(EC)—William Holmes, Lisa Montell—5103 (10-23-63)—Strictly for the duallers—Filmed in Peru—Herts-Lion Int.
GONE ARE THE DAYS—CD—97m.—Ruby Dee, Ossie Davis—5106 (11-6-63)—Satire on integration for limited market—Hammer Bros.
HEAVENLY BODIES—NOV.-60m.—(EC)—Russ Meyer—5092 (9-11-63)—Nudie novelty for censor-free spots—Eve
MADMEN OF MANDORAS—MD—74m.—Walter Stocker, Audrey Caire—5126 (1-22-64)—Okay programmer—Crown Int.
MONSTROSITY—MD—67m.—Erica Peters, Frank Gerstle—5099 (10-9-63)—For the duallers—Emerson Film Ent.
NATURE'S SWEETHEARTS—NOV.-63m.—(EC)—Maria Stinger, Dick Powers—5074 (8-7-63)—Nudist film for adults—Ikay Beautiful Films
1000 SHAPES OF A FEMALE—NOV.—79m.—(EC)—Dan Craig, Faith Van Gilbert—5122 (1-8-64)—Artists and nude models at work in Greenwich Village—Cinema Syndicate
PAGAN ISLAND—D-60m.—Edwards Dew, Nani Maka—5018 (2-6-63)—Lower half programmer—Cinema Syndicate
PLAYGIRLS INTERNATIONAL—NOV. 70m.—(Techniscope; TC)—Produced and directed by Doris Wishman—5115 (12-4-63)—Fair Nudie Novelty—Westfield
PROMISES, PROMISES—C—75m.—Jayne Mansfield, Tommy Noonan—5096 (9-25-63)—Comedy and cheesecake make for fun—NTD
SKYDIVERS, THE—MD—75m.—Kevin Casey, Marcia Knight—5127 (1-22-64)—Strictly filler for duallers—Crown Int.
SOUND OF LAUGHTER, THE—COMP.—75m.—Narrated by Ed Wynn—5122 (1-8-64)—Comedy compilation from old films is moderately amusing—Union
TERRIFIED—MD-70m.—Rod Lauren, Steve Drexel, Tracy Olsen—5119 (12-18-63)—Teenage study in terror—Crown Int.
WILD IS MY LOVE—D-74m.—Paul Hampton, Elizabeth MacCraie—5018 (2-6-63)—For exploitation spots—Mishkin
WEREWOLF IN A GIRLS' DORMITORY (GHOUL IN SCHOOL, THE)—MD-84m.—Barbara Lass, Carl Schell—5056 (6-12-63)—Okay horror entry—MGM through Independent Exchanges

FOREIGN

DISTRIBUTED DURING THE PAST 12 MONTHS

ATOM AGE VAMPIRE—MD—87m.—Albert Lupo, Susanne Loret—5123 (1-8-64)—Okay horror entry—Italian-made; dubbed in English—Topaz

BILLY LIAR—D—96m.—Tom Courtenay, Julie Christie—5123 (1-8-64)—Import is treat for art, specialty spots—English—Continental Dist.

BURNING COURT, THE—MD-102m.—Nadja Tilier, Jean-Claude Brialy—5074 (B-7-63)—Fair import—French-made; dubbed in English—Trans-Lux

CHUSHINGURA—D—105m.—(C)—Koushiro Matsumoto, Yuzo Kayama—5106 (11-6-63)—Colorful entry for art spots—Japanese; English titles—Toho

CRY DOUBLE CROSS—MD-65m.—Hardy Kruger—5123 (1-B- 64)—Actionful crime meller—German-made; dubbed in English—Atlantic Pictures

FRENCH GAME, THE—D-86m.—Francoise Brlon, Jean-Louis Trintignant—5103 (10-23-63)—Moderately Interesting Import—French made; English titles—Atlantic

GIANT OF METROPOLIS, THE—MD—92m.—(C)—Gordon Mitchell—5123 (1-B-64)—Interesting science fiction melodrama—Italian-made; dubbed in English—Seven Arts

HOT MONEY GIRL—MD-81m.—Eddie Constantine, Dawn Addams—5103 (10-23-63)—Okay actlon programmer—German-made; spoken In English—United Producers Releasing Org.

HOUSEHOLDER, THE—CD-100m.—Shashi Kapoor—5103 (10-23-63)—Cute Import for art spots—Indlan-made; English language—Royal Films Int.

INVINCIBLE GLADIATOR, THE—MD—96m.—(Wide Screen)—Richard Harrison, Isabel Corey—5123 (1-B-64)—Action packed Italian spectacle—Italian-made; dubbed in English—Seven Arts

INVITATION TO MURDER—MD—65m.—Robert Beatty—Okay private investigator programmer—5127 (1-22-64)—English-made—Atlantic Pictures

JULIE, THE REDHEAD—C—100m.—Pascale Petit, Daniel Gelin—5106 (11-6-63)—Amusing import—French made; English titles—Shawn Int.

KNIFE IN THE WATER—D—95m.—Leon Niemczyk, Jolente Umecka—5127 (1-22-64)—Compelling psychological drama for art spots—Polish; English titles—Kanawha

LADIES WHO DO—C—85m.—Peggy Mount, Robert Morley—5123 (1-B-64)—Mildly amusing entry—English-made; Continental

LA POUPEE—D—90m.—(EC)—Zbigniew Cybulski, Sonne Teal—5096 (9-25-63)—Way-out satire on polltics and people—French; English titles—Hakim

LORD OF THE FLIES—D-90m.—James Aubrey, Tom Chapin—5092 (9-11-63)—Skillfully made, but disturbing drama is decidedly off-beat—English-made—Continental

MARRIAGE OF FIGARO, THE—C-105m.—(EC)—Georges Descroeres, Yvonne Gaudeau—5069 (7-24-63)—Colorful entry for art spots—French; English titles—Union

MILL OF THE STONE WOMEN—MD-94m.—(TC)—Plerre Brice, Scilla Gabel—5104 (10-23-63)—Horror meller is okay dualler—Made in The Netherlands—Dubbed In English—Parade

MODERATO CONTABILE—D—95m.—Jeanne Moreau, Jean-Paul Belmonde—5127 (1-22-64)—Dull import—French-made; English titles—Royal Films Int.

MURIEL—D—115m.—(EC)—Delphine Seyrig, Jean-Baptiste Thieree—5106 (11-6-63)—Puzzling import strictly for art set—French; English titles—Lopert

MY HOBO—C-98m.—(Tohoscope; EC)—Keiji Kobayashi, Kideko Takamine—5069 (7-24-63)—Cute import—Japanese; English titles—Toho

MY LIFE TO LIVE—D—85m.—Anna Karina, Saddy Rebbot—5100 (10-9-63)—Fair import—French made; English titles—Union

MY SON THE VAMPIRE—C-72m.—Bela Lugosi, Arthur Lucan—5120 (12-IB-63)—Okay combination of slapstick and horror—English-made—Blue Chip Prod.

NAKED AUTUMN—D—98m.—(Dyallscope)—Simone Signoret, Reginald Kernan—5115 (12-4-63)—Fair import—French-made; Engllsh titles—UMPO

ORDERED TO LOVE—D-82m.—Maria Perschy, Joachim Hansen—5075 (8-7-63)—Exploitable program offerlng—German-made; dubbed in English—M.C. Dist.

PAIR OF BRIEFS, A—C—90m.—Mlchael Craig, Mary Peach—5106 (11-6-63)—Satisfactory English comedy laughs at lawyers—English—Davis

PIRATE AND THE SLAVE GIRL—MD—86m.—(Colorscope; Color)—Lex Barker, Chelo Alonso—5115 (12-4-63)—Costume meller has Lex Barker name—Italian-made; dubbed in English—Crest

PLEASE, NOT NOW!—C—74m.—Brigitte Bardot—5115 (12-4-63)—Saucy Bardot comedy In French style—French-made; dubbed in English—Int. Classics

RESURRECTION—D—148m.—Tamara Syomina, Yevgeni Matveyev—5107 (11-6-63)—Impressive rendition of Tolstoy novel—Russian; English titles; Artkino

RUN WITH THE DEVIL—D-93m.—Antonella Lualdi, Gerard Blain, Franco Fabrizi—5070 (7-24-63)—Interesting import—Italian; English titles—Jillo Films

SMALL WORLD OF SAMMY LEE, THE—D-105m.—Anthony Newley, Julia Foster—5092 (9-11-63)—Intriguing tale best sulted for adult audiences—Seven Arts

SOUND OF TRUMPETS, THE—90m.—D—Loredana Detto, Sandro Panzeri—5107 (11-6-63)—Interest-filled Import—Italian; English titles—Janus

STEPPE, THE—D—100m.—(EC)—Charles Vanel, Chrlstina Cajoni—5107 (11-6-63)—Good Import for art spots—Italian made; Engllsh titles—Royal Fllms Int.

SUITOR, THE—C—83m.—Pierre Etaix, Karin Vesely—5107 (11-6-63)—Amusing import—French-made; English titles; Atlantlc

SUNSWEPT—NOV-65m.—(EC)—Yannick—5120 (12-18-63)—Nudist novelty—English-made—American Int. Dist.

THERESE—D—107m.—Emmanuele Riva, Philippe Noiret—5127 (1-22-64)—Fair offering for art spots—French-made; English titles—Pathe

THIS SPORTING LIFE—D-129m.—Rlchard Harris, Rachael Roberts—5070 (7-24-63)—Fascinating character study on the unpleasant side—English—Continental

TIARA TAHITI—D—100m.—(EC)—James Mason, John Mills—5116 (12-4-63)—Fair program entry—English made—Zenith Int.

THREE FABLES OF LOVE—C-76m.—Syiva Koscina, Anna Karina, Leslie Caron—5075 (B-7-63)—Fun-filled entry for art spots—Italo-French; English titles—Janus

TO BED—OR NOT TO BED—CD—103m.—Alberto Sordi—5127 (1-22-64)—Well made import—Italian-made; English titles—Continental

TWO NIGHTS WITH CLEOPATRA—C—80m.—(C)—Sophia Loren, Alberto Sordi—5107 (11-6-63)—Farce has Loren name and little else—Italien; dubbed in English—Ultra

VIOLATED PARADISE—NOV.—64m.—(C)—Kazuko Mine—5070 (7-24-63)—Novelty for exploitation and art spots—Japanese narratlon—Victoria

WALLEYED NIPPON—C-90m.—(Tohoscope; C)—Akira Takarada, Yuml Shirakawa—5104 (10-23-63)—Cute entry of modern Japan and mixed-up romance—Japanese made; Engllsh titles—Toho

WAR OF THE BUTTONS, THE—CD—Jacques Dufilho, Yvette Etievant—5124 (1-B-64)—Amusing entry for art spots—French-made; English titles—Bronston

THESE THEATRE-TESTED FORMS AVAILABLE TO MOTION PICTURE EXHIBITOR SUBSCRIBERS!

DATE BOOK FORMS:
. . . Pocket-Size-6 ring (3¾ x 6¾ in.) Dated full year supply $1.00
. . . Large Size-3 ring (9 x 12 in.) Undated 52 pages .... .50

SERVICE-KIT SYSTEM:
. . . Large Size complete set of: Date Book forms, Availability and Playoff Worksheets, Performance Record and Cut-Off sheets, Booking Calendar, Other Dividers 1.30
. . . Availability and Playoff Worksheets (9 x 12 in.) 10 pages .... .10
. . . Performance record and Cut-Off Sheets (9 x 12 in.) 20 pages .... .25

BINDERS, Plain:
. . . For Pocket-Size Date Book-6 ring. Soft leatherette. 1.30
. . . For Service-Kit System, Reviews, Service-Section. Stiff leatherette. 1.50

ZIPPER CASE BINDERS, Leather:
. . . 3-Ring, genunine cowhide. Tax incl. 6.00

BOXOFFICE STATEMENTS:
. . . Regular theatre. Padded in 50's and punched (5½ x 9 in.). Per Pad .... .30
. . . Drive-in theatre. Padded in 50's and punched (5½ x 9 in.). Per Pad .... .30

PROGRAM AND RUNNING TIME SCHEDULES:
. . . For regular and drive-In theatres. Padded in 50's. Per Pad .... .30

BOOKKEEPING SYSTEM—Book:
. . . At-A-Glance (copyright) for regular and drive-in theatres. Annual record (9 x 12 in.) 1.75

BUSINESS ANALYSIS SPREADSHEETS:
. . . Drive-in theatres only. Large sheets (11 x 16 in.) Set of 13 sheets .... .55

PAYROLL FORMS:
. . . Weekly for regular and drive-in. Folding flap (8½ x 11 in.). Set of 52 sheets 1.30

EMPLOYEE EARNINGS RECORD CARDS:
. . . Annual card for each employee (B½ x 11 in.). All deductions. Set of 12 cards .40

PETTY CASH CONTROL SYSTEM:
. . . Voucher pads, numbered consecutively. (3 x 5 in.) Per Pad .... .30
. . . Weekly envelopes for filing full week's transactions. Set of 50 .... .65

SERVICE MANUALS FOR TRAINING:
. . . Separate sections on regular and drive-in employees. Each .10

EXHIBITOR BOOK SHOP
317 N. Broad St.
Philadelphia, Pa. 19107

The Shorts Parade

1962-63 1963-64 Seasons

Buena Vista

WALT DISNEY CARTOONS (TECHNICOLOR) (REISSUES)

18201 Winter Storage
18202 Frank Buck Brings 'Em Back Alive
18203 Crazy With The Heat
18204 Lighthouse Keeping
18205 Pluto's Quin-Puplets
18206 Canine Patrol
18207 Plutopia
18208 Cold Turkey
18209 How To Fish
18210 Tennis Racquet
18211 Tomorrow We Diet
18212 Brave Engineer
19301 Little Whirlwind
19302 The Whalers
19303 First Aiders
19304 Army Mascot
19305 Goofy Gymnastics
19306 Home Made Home
19307 Foul Hunting
19308 Timber
19309 Truant Officer Donald
19310 Golden Eggs
19311 Test Pilot Donald
19312 Lambert, The Sheepish Lion

SINGLE REEL CARTOONS (TECHNICOLOR)

101 How To Have An Accident At Work
123 The Litterbug
125 Aquamania

TWO REEL CARTOON SPECIALS (TECHNICOLOR)

097 Goliath II
102 Noah's Ark
119 Saga Of Windwagon Smith
112 Donald and The Wheel
139 A Symposium On Popular Songs

THREE REEL LIVE ACTION SPECIALS (TECHNICOLOR)

079 Japan
086 The Danube
099 Eyes In Outer Space
105 Islands Of The Sea
106 Mysteries Of The Deep
127 Bear Country (Re-issue)
131 Water Birds (Re-issue)

FEATURETTES (TECHNICOLOR)

094 Legend Of Sleepy Hollow (Re-issue)
114 Hound That Thought He Was A Raccoon
118 Horse With The Flying Tail

Columbia

COLOR FEATURETTES

7441 (Sept.) Wonderful Switzerland
7442 (Nov.) Travel Along With The Arkansas Traveler
7443 (Jan.) Eventful Britain
7444 (Mar.) Wonderful Africa
7445 (May) Wonderful New York
7446 (July) Wonderful Beaulieu

LOOPY DE LOOP COLOR CARTOONS

7701 (Sept.) Slippery Slippers
7702 (Oct.) Chicken Fracas-See
7703 (Nov.) Rancid Ranson
7704 (Dec.) Bunnies Abundant
7705 (Feb.) Just A Wolfe At Heart
7706 (Mar.) Chicken-Hearted Wolf
7707 (Apr.) Watcha Watchin'
7708 (May) A Fallible Fable
7709 (June) Sheep Steelers Anonymous
7710 (July) Wolf In Sheep Dog's Clothing

MR. MAGOO CARTOONS (REISSUES)

7751 (Sept.) Magoo's Cruise
7752 (Oct.) Magoo's Problem Child
7753 (Nov.) Love Comes To Magoo
7754 (Dec.) Meet Mother Magoo
7755 (Feb.) Gumshoe Magoo
7756 (Mar.) Magoo Goes Overboard
7757 (May) Bwana Magoo
7758 (July) Matador Magoo

COLOR FAVORITE CARTOONS (REISSUES)

7601 (Sept.) Gerald McBoing Boing On Planet Moo
7602 (Sept.) Happy Tots
7603 (Oct.) Willie The Kid
7604 (Nov.) Little Rover
7605 (Nov.) Christopher Crumpet
7606 (Dec.) A Boy and His Dog
7607 (Jan.) Rooty Toot, Toot
7608 (Jan.) Snow Time
7609 (Feb.) Emperor's New Clothes
7610 (Mar.) Little Boy With A Big Horn
7611 (Mar.) The Foxy Pup
7612 (Apr.) Let's Go
7613 (May) Gerald McBoing Boing
7614 (June) Bon Bon Parade
7615 (July) Madeline

CANDID MICROPHONE

7551 (Sept.) No. 1 Series 4
7552 (Nov.) No. 2 Series 4
7553 (Jan.) No. 3 Series 4
7554 (Mar.) No. 4 Series 4

WORLD OF SPORTS

7801 (June) Hunting Unlimited (Color)
7802 (Aug.) Rasslin Rampage

TWO REELERS THE THREE STOOGES (REISSUES)

7401 (Sept.) Husbands Beware
7402 (Oct.) Creeps
7403 (Nov.) Flagpole Jitters
7404 (Jan.) For Crimin Out Loud
7405 (Feb.) Rumpus In The Harem
7406 (Apr.) Hot Stuff
7407 (May) Scheming Schemers
7408 (July) Commotion In The Ocean

COMEDY FAVORITES (REISSUES)

7431 (Oct.) Stop, Look and Listen (Quillan & Vernon)
7432 (Nov.) Tall, Dark and Handsome (Hugh Herbert)
7433 (Dec.) Training For Trouble (Schilling & Lane)
7434 (Jan.) He Popped His Pistol
7435 (Mar.) Wife Decoy
7436 (June) Pardon My Terror

ASSORTED FAVORITES (REISSUES)

7421 (Sept.) Spies and Guys (Joe Besser)
7422 (Nov.) General Nuisance (Buster Keaton)
7423 (Dec.) Hook A Crook (Joe Besser)
7424 (Feb.) So's Your Antenna (Harry VonZell)
7425 (Apr.) She's Oil Mine (Buster Keaton)
7426 (May) Meet Mr. Mischief

SERIALS (REISSUES)

7120 (Oct.) The Batman
7140 (Mar.) Roar Of The Iron Horse
7160 (July) Gunfighters Of The Northwest

Metro-Goldwyn-Mayer

TOM AND JERRY CARTOONS (METROCOLOR)

W-361 (Sept.) Switchin' Kitten
W-362 (Oct.) Down and Outing
W-363 (Dec.) Greek To Me-ow
W-364 (Jan.) High Steaks
W-365 (Mar.) Mouse Into Space
W-366 (Apr.) Landing Stripling
W-367 (June) Calypso Cat

NEW TOM AND JERRY CARTOONS (METROCOLOR)

C-6431 Dickie Moe
C-6432 Cartoon Kit
C-6433 Tall In The Trap
C-6434 Sorry Safari
C-6435 Buddies Thicker Than Water
C-6436 Carmen Get It

GOLD MEDAL CARTOONS (TECHNICOLOR) (TOM AND JERRY REISSUES)

W-6461 Puss Gets The Boot
W-6462 Fraidy Cat
W-6463 Dog Trouble
W-6464 Bowling Alley Cat
W-6465 Fine Feathered Friend
W-6466 Sufferin' Cat
W-6467 Lonesome Mouse
W-6468 Mouse Comes To Dinner
W-6469 Baby Puss
W-6470 Zoot Cat
W-6471 Million Dollar Cat
W-6472 Puttin' On The Dog

Paramount

COLOR FEATURETTE

AA22-1 Sportarama

HIGH TOPPER

T22-1 Thin Along
T22-2 Isles Of The Sun
T22-3 Melody For Machines
T22-4 The World Starts Next Door
T22-5 Beauties Of Scandanavia

NOVELTOONS

P23-1 Gramps To The Rescue
P23-2 Hobo's Holiday
P23-3 Hound For Pound
P23-4 Sheepish Wolf
P23-5 Hiccup Hound
P23-6 Whiz Quiz Kid

MODERN MADCAPS

M23-1 Happy Harry
M23-2 Tell Me A Badtime Story
M23-3 Pig's Feat
M23-4 Sour Gripes
M23-5 Goodie Good Deed
M23-6 Muggy-Doo Boy Cat

POPEYE CHAMPIONS

E23-1 Beach Peach
E23-2 Jitterbug Jive
E23-3 Popeye Makes A Movie
E-23-4 Fly's Last Flight
E23-5 How Green Is My Spinach?
E23-6 Gym Jam

COMIC KING

C22-1 Et Tu Otto
C22-2 A Tree Is A Tree Is A Tree
C22-3 The Method and Maw
C22-4 Take Me To Your Gen'rul
C22-5 Keeping Up With Krazy
C22-6 Mouse Blanche

SPECIAL

B23-1 Jamboree At Marathon

SPORTS IN ACTION

D23-1 Festival Of The Bulls
D23-2 Sky Divers

20th Century-Fox

MOVIETONE VIGNETTE (BLACK AND WHITE) TWO-REELS

7313 (June) Pope John XXIII

MOVIETONE SPORTS (CINEMASCOPE; DELUXE COLOR)

7301 (Jan.) Two On A Pass
7302 (Feb.) Maine, U.S.A.
7303 (March) Sports, Wacky and Wet
7304 (April) Fairytale Land—Denmark
7305 (May) San Fan See
7306 (June) Rangers of Yellowstone
7307 (May) Bermuda Moods
7308 (July) Green Gold
7309 (Nov.) Atomic Lady
7310 (Dec.) Tasmania
7311 (Dec.) The Swedish Look
7312 ( ) Portugal

TERRYTOONS (CINEMASCOPE; DELUXE COLOR)

5301 (Jan.) Fight to the Finish
5302 (March) Astronaut
5303 (April) Missing Genie
5304 (April) Tea Party
5305 (June) Sidney's White Elephant
5306 (June) Trouble In Baghdad
5307 (July) A Bell For Philadelphia
5308 (Aug.) Driven To Extraction
5309 (Sept.) The Big Clean-Up
5310 (Nov.) Split-Level Treehouse

TERRYTOONS (2D ALL PURPOSE; DELUXE COLOR)

5321 (Jan.) Tea House Mouse
5322 (Feb.) To Be Or Not To Be
5323 (March) The Juggler of Our Lady
5324 (May) Pearl Crazy
5325 (July) Cherry Blossom Festival
5326 (Oct.) Spooky-Yaki

Universal-International

TWO REEL SPECIALS IN COLOR (CINEMASCOPE)

4301 (Jan.) Land Of The Long White Cloud
4306 (Apr.) Four Hits And A Mister

SPECIAL

4304 (Jan.) Football Highlights of 1962

ONE REEL COLOR SPECIALS

4371 (Jan.) Steel Bands—Tropical Music (CS)
4372 (Feb.) A Picture For Jean
4373 (Mar.) A Bridge Named Emma (CS)
4374 (Apr.) End Of The Plains
4375 (May) Island Spectacular
4376 (June) The Unknown Giant
4377 (July) This Is The Place
4378 (Aug.) Land Of Homer

WALTER LANTZ WOODY WOODPECKER REISSUE COLOR CARTUNES

4331 (Jan.) Woody Meets Davy Crewcut
4332 (Feb.) Box Car Bandit
4333 (Mar.) Unvearable Salesman
4334 (Apr.) International Woodpecker
4335 (May) To Catch A Woodpecker
4336 (June) Round Trip To Mars
4337 (July) Dopy Dick, The Pink Whale

NEW WALTER LANTZ COLOR CARTUNES

4311 (Jan.) Fish and Chips
4312 (Jan.) Greedy Gabby Gator (WW)
4313 (Feb.) Coming Out Party
4314 (Mar.) Case Of The Cold Storage Yegg
4315 (Mar.) Robin Hoody Woody, (WW)
4316 (Apr.) Charlie's Mother-In-Law
4317 (May) Stowaway Woody (WW)
4318 (May) Hi-Seas Hi-Jacker
4319 (June) Shutter Bug (WW)
4320 (July) Salmon Loafer
4321 (July) Coy Decoy (WW)
4322 (Aug.) Goose In The Rough
4323 (Sept.) Tenant's Racket (WW)
4324 (Oct.) Pesky Pelican
4325 (Oct.) Short In The Saddle (WW)
4326 (Nov.) Goose Is Wild
4327 (Nov.) Tepee For Two (WW)
4328 (Dec.) Science Friction (WW)
4329 (Dec.) Calling Dr. Woodpecker (WW)

Warner Bros.

MERRIE MELODIES-LOONEY TUNES TECHNICOLOR CARTOONS

2701 (9-7-63) The Unmentionables
2702 (9-28-63) Aqua Duck
2703 (11-9-63) Claws Of The Lease
2704 (11-30-63) Transylvania 6-5000
2705 (12-28-63) To Beep Or Not To Beep
2706 (2-8-64) A Message To Gracias
2707 (2-29-64) Bartholomew Vs The Wheel

BUGS BUNNY SPECIALS

2721 (10-19-63) Mad As A Mars Hare
2722 (1-18-64) Dumb Patrol

BLUE RIBBON HIT PARADES TECHNICOLOR (REISSUES)

2301 (9-14-63) Yankee Dood It
2302 (10-12-63) Gone Batty
2303 (11-16-63) From A To Z-Z-Z
2304 (12-21-63) Tweet Zoo
2305 (1-25-64) Weasel Stop
2306 (2-15-64) Tobasco Road

WARNER WORLD-WIDE ADVENTURE SPECIALS (COLOR) TWO-REELERS

2001 (1-11-64) With Their Eyes On The Stars

WARNER WORLD-WIDE ADVENTURE SPECIALS (COLOR) (REISSUES) ONE-REEL

2501 (9-21-63) A Wish And Ticino
2502 (10-26-63) Unfamiliar Sports
2503 (12-14-63) Cheyenne Days
2504 (2-1-64) Kingdom Of The Saguenay

CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (Help and Situations Wanted advertising not accepted. See "A-Man" CORNER on this page.)

BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combinations. Can be used for KENO $3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

FORMS AND SYSTEMS

For the Best in THEATRE-TESTED and APPROVED FORMS and SYSTEMS . . . EXHIBITOR BOOK SHOP, 317 N. Broad St., Philadelphia, Pa. 19107.

SPEAKER CONES

DRIVE-IN THEATRE SPEAKER CONES BAD? Mail one to us for FREE service; no obligation. Guaranteed Weather-proof. WESTERN ELECTRONICS CO., 3311 Houston Avenue, Houston 9. Texas

THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY INC.. 100 Taylor Street, Nashville 8. Tennessee.

WHEN YOUR MAILING ADDRESS CHANGES

You won't miss your weekly copy of MOTION PICTURE EXHIBITOR if you are changing your address, or if the Post Office insists on delivering only to a box number, *providing you let us konw the new mailing address three weeks in advance of the change.* You enable us to save the Post Office charges for each returned copy due to address changes, including changes from street to box. When you notify us, please use the address change card available at the Post Office, or send us your new, correct mailing address with the address portion of the wrapper or envelope bringing you your copy. And please include your Zip Code!

***Please notify:* CIRCULATION DEPARTMENT**
MOTION PICTURE EXHIBITOR 317 N. Broad St., Phila., Pa. 19107

The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you* are looking for a job . . . or IF you* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

***A (WO)MAN is also welcome . . . but in this preponderantly male business. she should specify her sex.**

MANAGER, 15 years experience with large N.Y. chain, experienced in all bookkeeping and promotion. Still employed, looking for advancement. Starting salary $165.00 plus. Nassau or Queens. **BOX A129, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

MANAGER or assistant, retired on S.S. pension in eastern Iowa. Plenty of experience in small town theatre of my own since 1920. **E. J. KRAMER, Box 372, Burlington, Iowa.** (129)

WANTED: 1st run drive-in theatre manager, Trenton, New Jersey area; top salary, immediate year-round employment; exploitation, advertising, maintenance. Reply **NORTHEASTERN THEATRE MANAGEMENT CORP., 251 N. 13th St., Phila., Pa. 19107, Phone 215 LO 3-5827.** (129)

NO FANCY TALK. No miracle man. Just an honest, agressive, hard-working theatre manager available. Flair for advertising, over 15 years experience indoor-outdoor theatres. **BOX D115, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

PROJECTIONIST WANTED for eastern Carolina. Write full particulars, background, references, salary desired, to **BOX B115, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

WELL SEASONED MANAGER, available, all phases, promotion, publicity (not too spicy) seeks permanent position. **BOX B122, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

WORKING MANAGER available immediately. Experienced all phases, salary negotiable, southwest or west coast. **RICHARD KECK, 2023 S. Higgins, Missoula, Montana.** (122)

AVAILABLE—Thinking manager, highly experienced all phases theatre biz, age 40, presently employed publicity-press agent. Prefer mid-west, west, small town, big town, what have you? **BOX A122, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

WANTED: MANAGER, age 28-37, promotion minded, for year-round deluxe drive-ins. Positions available in Cincinnati and Chicago. Starting salary $150 to 175. Send complete résumé. **BOX A115, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

MANAGER, age 33, fully experienced in advertising promotions and exploitation. Nine years experience in conventional and drive-in theatres. Available February 1st. Massachusetts or Connecticut area. **BOX C115, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

Address all Correspondence to*— *The A—MAN Corner **{Motion Picture Exhibitor**
317 N. Broad St., Phila., Pa. 19107

USED EQUIPMENT

BEST BUY! Pair Strong Mighty 90 lamphouses and Ashcraft Selenium S-100 rectifiers, beautiful, only $1200.00; thousand other values. STAR CINEMA SUPPLY, 621 West 55th Street, New York 10019.

WINDOW CARDS

WEEKLY THEATRE and drive-in cards, 100-14 x 22-$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

NOW AVAILABLE

1964-65

Fiscal Year

"Pocket-Size"

DATE BOOK

12 Month Set of Dated Booking Sheets for the full Fiscal Year Starting June 28, 1964

Price: $1.00 for sheets
$1.30 for binder

ALSO AVAILABLE:

Large (9x12) Undated Forms, 3-hole punched
Price: $.50 for 52 Pages
$1.50 for binder

REMEMBER: These, and other Book Shop items are for sale only to subscribers to MOTION PICTURE EXHIBITOR

NATIONAL SCREEN SERVICE

proudly
presents

Burton E. Robbins

President's Sales Drive

FEBRUARY 2nd · MAY 1st, 1964

Honoring National Screen's President and Chief Executive Officer whose get-up-and-go Showmanship concepts are directed to Bigger Box Office Revenue . . . and innovating a completely new line of Showmanship Aids, designed to Sell Movies . . . Increase Theatre Profits *and promote a greater share of the* Entertainment Dollar *for Exhibitors!*

Melvin L. Gold
GENERAL SALES MANAGER

"Showmanship is our Business"

MOTION PICTURE

EXHIBITOR

FEBRUARY 5, 1964 Volume 71 Number 4

IN THREE SECTIONS • THIS IS SECTION ONE

Fireworks Seen At IATSE Session

(See page 5)

N.C. Integration Struggle Goes On

(See page 8)

When Robert S. Ferguson, Columbia vice-president, talks about showmanship, the motion picture industry listens. MOTION PICTURE EXHIBITOR writes an open letter to Bob Ferguson on page 6.

DEAR MR. SILVERMAN . . . *see editorial—page 3*

SOLDIER

IT NEVER RAINS, BUT IT POURS *(DOLLARS)*!

BIG CITIES OR SMALL, 'SOLDIER' STORMS 'EM ALL!

SAN FRANCISCO SOCKO!
$22,500 at Fox Warfield and Geneva Drive-In, Biggest Non-Holiday Week Since Summer!

WASHINGTON DC WHAMO!
Smash $16,000 Tops Everything Since July 4th Pic at RKO Keith's

CINCY CLASSY
'Soldier' Grabs Potent $8000 at RKO Keith's!

ATLANTA ABLAZE!
1st Non-Road Show In Years at Roxy Grabs $10,500. Beats 2 Red Hot Opposition Pictures!

BOSTON BIG AND BUILDS!!
2nd Week Music Hall 20% bigger than 1st!

OAKLAND, OPULENT!
$11,500 at Fox Biggest Non-Hol. Biz Since Summer

SAN JOSE, CAL. SOCKO!
Tremendous $15,217 at Fox and Winchester Dr-In!

HUNTSVILLE, ALA. HOT!
$5000 at Lyric Beats Competition of Year's Ace Click!

JACKIE GLEASON AND STEVE McQUEEN

A BLAKE EDWARDS PRODUCTION

Soldier IN THE Rain

Co-Starring
TUESDAY WELD
TONY BILL · TOM POSTO
ED NELSON
MUSIC—HENRY MANCINI

Produced by MARTIN JUROW · Directed by RALPH NELSON · Screenplay by MAURICE RICHLIN and BLAKE EDWARDS

From ALLIED ARTISTS!

The Trade Paper Read by Choice–Not by Chance

Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 109 Market Place, Baltimore, Md. 21202. New York field office: 1600 Broadway, Suite 604, New York 10019, West Coast field office: William M. Schary, 818 S. Curson Ave., Los Angeles, Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.: Albert Erlick, editor; George Frees Nonamaker, feature editor; Mel Konecoff, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscriptions: $2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, $5 per year (50 issues). Special rates for two and three years on application. Single copy 25¢. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WAlnut 2-1860.

Member Audit Bureau of Circulations

MOTION PICTURE
EXHIBITOR
SHOWMEN'S TRADE REVIEW

Volume 71 • No. 4 FEBRUARY 5, 1964

DEAR MR. SILVERMAN . . .

We have often remarked editorially that too many men in our industry are inclined to "let the other fellow do it." This applies to every occasion that demands taking a stand. Too many find it more comfortable to let the other fellow do the battling, and many do not have the guts.

One of the theatremen who believes in getting into the battle himself and taking a stand on the problems that face the industry is our valued subscriber Frank L. Weitzel, exhibitor and operator of a Cincinnati booking service.

For several years, Mr. Weitzel has been engaged in a dialogue with attorney Maurice Silverman of the Antitrust Division of the Department of Justice about industry problems. To tell the truth, the dialogue has been somewhat one-sided for Mr. Silverman seems to have the same problem that so many motion picture executives suffer from—he can't find the time to answer his mail.

Still, Mr. Weitzel perseveres in an effort to get the problems of the small independent exhibitors before the government agencies who should be concerned about them. With Mr. Weitzel's permission, we are going to quote from his latest letter to Mr. Silverman. Some problems are discused that deserve the attention of the Justice Department. Whether they wiill get that attention is another matter entirely.

Mr. Weitzel writes:

Thank you for your letter of Jan. 10, wherein you reply to my letter regarding multiple runs. We note that you state:

"The number of theatres to be licensed to exhibit a picture in a given competitive area on a given run, including first run, is within the business discretion of the distributor of the picture . . ."

Just what do you mean by a competitive area? . . . You are apparently talking about a competitive area, whereas according to the Consent Decree, if a theatre was in substantial competition then a reasonable clearance should be granted. But it must be substantial and you are using the word competitive, which I believe means something else. We are all competitive to a certain point, but we are not all in substantial competition . . .

I have correspondence from Judge Barnes wherein he was very insistent that distance was a prime factor in deciding what is substantial competition . . . Yet you state that the exchanges can set up a zone pursuant to competitive bidding . . .

Did not the Supreme Court state that bidding was not the answer to the small man's problem and referred it back to the District Court? . . . From what I can gather, the District Court granted bidding with the provision that they first must be in substantial competition. I am also under the impression that the small man somewhere along the line was to be protected and, therefore, I feel that this multiple run bidding and zoning is completely confusing to the small man and, furthermore, I feel that the exchanges are not going after this in the proper manner, namely to secure more revenue.

. . . We have had so many complaints . . . wanting to know why the first sub-runs, which are the main theatres in town outside of first run, are all playing the same picture at the same time. We explain to them that we have no choice in the matter even though we complain, and we go on to state that today the distributor calls another distributor and sets up the breaks on pictures so there will be no conflicts and thereby eliminates competition among them. The records prove this for just recently there were four pictures breaking on Dec. 25, and in the final showdown we had one . . . One distributor moved up a picture to an earlier date and another secured the following week's play time and a fourth distributor moved a picture back to Jan. 29.

If they really want multiple runs (and I understand all distributors are going to this pattern of releasing), don't you think it would be advisable to eliminate bidding and let the theatres come in and survive by reasonable terms, for after all, in so doing, I know theatres would be taking pictures from first run downtown based on their situations. Certain pictures can play certain situations better than other situations, thereby granting the American public (who after all are the ones who should be protected) some consideration . . .

Your other letter of Jan. 10 ignores blind bidding. You stated distributors do not have to screen a picture. Does that make it right? Are you supposed to be representing the people of this country or are you representing a certain group, or is this beyond your office's control? If so, advise me and I will not bother you about blind bidding in the future. We can take the matter up with our Senators and Congressmen . . .

So far as honesty in bidding is concerned, you have ignored my letter completely. Why? You made a statement at the TOA convention that bidding must be honest, but you have made no provision as to how it could be honest and you have no way of proving it is honest. Is this also out of your scope? If so, let me know and I will endeavor to see if we can't get it through some other channels.

These questions that I have put to you are very important because they affect the livelihood of the American people in general. Theatres are closing due to unreasonable demands by distributors and will continue to fold at a rapid rate under these conditions . . .

I think some coordinated follow-through is in order so we can get these items straightened out for the benefit of the industry in general, and if you can play a part in helping to make this industry work smoothly, it would be a credit to you and your Department.

MOTION PICTURE EXHIBITOR agrees. It applauds Mr. Weitzel's efforts to make his views known to those governmental agencies that should be concerned with such matters. Whether he gets satisfaction or not, he has done his industry a service by putting himself on record. Exhibition could use many more such representatives.

NEWS CAPSULES

FILM FAMILY ALBUM

Arrivals

A daughter, **Stacey Michele**, was born to **Mr. and Mrs. Noah Bass** at North Shores Hospital, Miami, Fla. Father is a member of the Paramount ad-publicity staff in Miami.

A son, **Michael Allen**, was born to **Mr. and Mrs. Fred Gross** at Long Beach Memorial Hospital, Long Beach, L. I. Mrs. Gross, the former **Annette Lightstone**, is the daughter of **Leonard Lightstone**, executive vice-president of Embassy Pictures.

Obituary

Alan Ladd, 50, veteran actor, was found dead at his Palm Springs Home. He is survived by his wife, the former **Sue Carol**, and four children.

TOA, NAC Set Chi Meet

NEW YORK—Theatre Owners of America will hold its 17th annual convention at the Conrad Hilton Hotel, Chicago, Sept. 29 through Oct. 2, concurrently with the annual convention of the National Association of Concessionaires. This was announced jointly by John H. Rowley, president of TOA, and Edward S. Redstone, president of NAC.

The Motion Picture and Concessions Industries Trade Show has been scheduled for Sept. 28 through Oct. 1, sponsored jointly by TOA and NAC.

The TOA board of directors will meet in pre-convention session on Sept. 28.

Redstone said he regarded the selection of the Conrad Hilton Hotel as an important development and that Chicago, with its central location, had much to offer in the way of interesting attractions. This, he said, should act as a stimulus in producing an attendance that very well could exceed the record turnout last year in New York.

Ignorance—Pride—Prejudice (Tools of Error)

It happens so many times. A man is moved into a responsible executive spot in the industry. Dinners are given in his honor. Publicity appears in the trade press. What's the result?

Too often, the result is a swelled head. These gentlemen start to believe their own press releases. So—they don't return phone calls; they don't answer letters; they keep no appointments unless (a big unless) they themselves want something.

It is not too long until these gentlemen learn that despite what they think, there are no battleships or boulevards named after them. Finally, they come full cycle and wind up, you guessed it, looking for another job.

JAY EMANUEL

FORMS FOR THIS PAGE CLOSED AT 5 P.M., ON MON., FEB. 3

Para. Announces Plans For Three-Year Program

NEW YORK—In the farthest reaching release and production program in the company's history, Paramount has virtually completed its release schedule through 1965 and is well advanced in its plans for 1966.

Announcement of the impressive three-year program was made by Barney Balaban, president of Paramount Pictures Corporation, and George Weltner, executive vice-president, at a home office press conference.

Balaban was highly enthusiastic about Paramount's program, calling it "a brilliant realization of long-range planning."

Weltner said that he was proud of Paramount's new agreements with Joseph E. Levine, Otto Preminger, Samuel Bronston, and others.

By firming its schedule so far in advance, Weltner added, Paramount will be able to "concentrate more time and effort to the marketing and merchandising of each individual picture."

Balaban and Weltner's studio meetings focused on a number of important new productions, including a two-picture agreement with Philip Yordan's Security Pictures for "Dear and Glorious Physician" and "Crack in the World"; "Barefoot in the Park"; Martin Ritt's production of the new best-selling novel, "The Spy Who Came In From The Cold," starring Burt Lancaster; and "Brannigan," a John Wayne adventure film set in a Near East trouble spot.

Also, discussion of important new starring vehicles for Audrey Hepburn and William Holden; Hal Wallis' "The Sons of Katie Elder"; two additional Wallis productions, "Boeing-Boeing," based on the long-running London and Paris stage hit, and a new Elvis Presley musical; Melville Shavelson's "The Greatest Job in the World"; Martin Poll's "Sylvia," starring Carroll Baker; and "Judith," starring Sophia Loren.

Paramount's commitments with Joseph E. Levine were also an important point of discussion at the studio conferences, particularly the forthcoming "Where Love Has Gone," "Nevada Smith," "Imperial Woman," "Sands of Kalahari," "A House Is Not A Home," and "The Idol."

Important meetings were held on "Harm's Way," the first of three Otto Preminger productions for Paramount release.

Discussions were held on three major Samuel Bronston productions, the current "Circus World" and "Nightrunners of Bengal" and "Suez."

Also covered at the studio conferences were two Jerry Lewis productions, "The Patsy" and "Disorderly Orderly"; Hal Wallis' currently filming "Roustabout," starring Elvis Presley; and the Walter Reade-Sterling coproduction, "The Love Goddesses."

Pictures cited as completed and ready for release included Samuel Bronston's "The Fall of the Roman Empire," Hal Wallis' "Becket," Joseph E. Levine's "The Carpetbaggers," Seven Arts-Joel Frankenheimer's "Seven Days in May," Pakula-Mulligan's "Love With The Proper Stranger," Quine-Axelrod's "Paris When It Sizzles," Joseph E. Levine's "Zulu,"' Luther Davis' "Lady in a Cage," "Son of Captain Blood," and Aubrey Schenck's "Robinson Crusoe on Mars."

Concluding the agreement for the western hemisphere premiere of Samuel Bronston's "The Fall Of The Roman Empire" at the DeMille, New York City, were, from left, Walter Reade, Jr., chairman of the board, Walter Reade-Sterling; Sheldon Gunsberg, executive vice-president, Reade-Sterling; Charles Boasberg, Paramount general sales manager; and Herbert Gillis, U.S. and Canadian sales manager for the Paramount release.

BROADWAY GROSSES

"Dr. Strangelove" A Wow

NEW YORK—Columbia's "Dr. strangelove, Or: How I Learned To Stop Worrying And Love The Bomb" had a sensational opening at the Victoria, and U's "Charade" at the Astor on a Premiere Showcase opening after a first run at Radio City Music Hall did very well, as did MGM's "The Prize" in its second run at Radio City. The other Broadway first runs continued good business.

"4 FOR TEXAS" (Warners). Paramount did $17,500 on the sixth session:

"THE PRIZE" (MGM). Radio City Music Hall, with usual stage show, garnered $98,000 from Thursday through Sunday, with the second week sure of $145,000.

"THE CARDINAL" (Columbia). DeMille hit $25,000 on the eighth week.

"BEST OF CINERAMA" (Cinerama). Loew's Cinerama did $11,000 on the sixth week.

"IT'S A MAD, MAD, MAD, MAD WORLD" (UA-Cinerama). Warner Cinerama claimed $37,487 on the 11th week.

"CHARADE" (U). Astor claimed the first week of a Premiere Showcase showing after a first run at Radio City Music Hall at $21,500.

"DR. STRANGELOVE OR: HOW I LEARNED TO STOP WORRYING AND LOVE THE BOMB" (Columbia). Victoria opening was sensational $63,000 for the first week.

"THE VICTORS" (Columbia). Criterion reported $18,000 for the seventh week.

"CLEOPATRA" (20th-Fox). Rivoli claimed the 30th week was $17,000.

"LOVE WITH THE PROPER STRANGER" (Paramount). Loew's State had $28,000 on the sixth week.

Fireworks Expected From IATSE

Fitter To New UA Post; Edele, Olson Promoted

NEW YORK—United Artists has created the new post of assistant general sales manager and has named Al Fitter, the company's western division manager, to the new position, it was announced by James R. Velde, UA vice-president.

In revealing the Fitter assignment, Velde noted that the creation of the new sales post was deemed necessary because the vast expansion of the national motion picture market has resulted in a tremendous increase in UA's sales volume over the past few years.

The appointment of Fitter follows his eight-year term as the company's western division manager. He has been in motion picture sales since 1946. Before joining UA in 1956, Fitter worked at Paramount for 10 years.

Velde also announced two major changes in the company's sales department—the creation of a new sales division and the shifting of certain cities under direct control of the home office.

The new sales division created is the central division of which D. J. Edele will be manager. At the same time, Velde revealed that Carl Olson will be the new western division manager, replacing Fitter.

Velde stated that also effective immediately the company's Los Angeles and Chicago branches will now come directly under the supervision of the company's general sales manager in New York.

Velde stated that changes in the motion picture business demand changes in the industry's sales approach and that UA would remain flexible in its sales approach in order to keep apace with the growing national film market and its new patterns.

Under Edele, the new central division will include New Haven, Pittsburgh, Indianapolis, St. Louis, Kansas City, Omaha, and Des Moines. The western division, headed by Olson, will include Milwaukee, Minneapolis, Denver, Salt Lake City, San Francisco, Seattle, and Portland.

Edele first joined United Artists in 1952 when he became company's branch manager in St. Louis. In 1959, he was named the company's metropolitan branch manager. In 1960, he retained that post and also was UA's southern division manager. He has been metropolitan division manager since 1962. Edele first joined the industry back in 1935 as a booker for Paramount and has subsequently worked as a booker and salesman for Warner Brothers, Film Classics, and Eagle-Lion.

Olson, who has been Velde's assistant for the past two years, first came to the United Artists sales department back in 1954. He joined the industry in 1946 with Eagle-Lion.

Velde also announced the appointment of John Turner, now metropolitan branch manager, to replace Edele as metropolitan division manager. Turner has been with UA since 1949, serving as Philadelphia branch manager, eastern district manager, and metropolitan branch manager. He entered the industry in 1930 as a film buyer for Warner Bros. theatres in Philadelphia.

Recently congratulating Al Fitter, center, on his appointment as the new assistant general sales manager at United Artists are Arnold Picker, left, UA executive vice-president, and James R. Velde, UA vice-president.

ITOO Leads Opposition To Cable-TV Proposal

COLUMBUS, O.—Efforts of the Miami Valley Broadcasting Corp., controlled by the Cox newspaper, radio and television interests of Dayton, Ohio, to obtain an exclusive 10-year right to cable transmission of video programs in the Miami Valley area constitute a threat of the establishment of pay tv in Ohio, said Ken Prickett, executive secretary, Independent Theatre Owners of Ohio.

Dayton City Commission, after vigorous protests voiced by Carl Rogers, manager of Loew's in Dayton, and Joe Alexander, RKO division manager, Cincinnati, tabled the ordinance for further study. The Greenville, Ohio, city council tabled a similar ordinance.

Prickett said that if the cable proposal is approved, Miami Valley set owners may have to pay for many programs hitherto offered free, including the Cleveland Browns' football games. The Cox organization owns the Dayton Daily News, Dayton Journal-Herald, WHIO radio and WHIO-TV.

Prickett asked all Ohio exhibitors, whether members of ITOO or not, to join in the fight against pay tv. He said an initial check for 25 per cent of a year's pledge should be mailed immediately to the ITOO office.

Embassy In Japan Deal

NEW YORK—Embassy Pictures has concluded negotiations with Nippon-Herald Motion Picture Co. for the distribution in Japan of a group of five major Joseph E. Levine film presentations. The pact is the first major agreement set by Embassy for Japan, and minimum guarantee will exceed $1,000,000.

Leonard Lightstone, executive vice president of Embassy, concluded the arrangement with Mike Bergher and Katzumi Furukawa, chief executives of Nippon-Herald Motion Picture Co. In addition to Japan, the contract covers distribution of the Embassy releases in Okinawa and Korea, too.

Included in the agreement are four Joseph E. Levine-Carlo Ponti co-productions, "Yesterday, Today and Tomorrow," "The Empty Canvas," and "Contempt," soon to make their American debuts, and the forthcoming "Casanova." Fifth attraction involved is "The Ape Woman," scheduled to premiere here in spring.

Difference In Rates For Filming, Videotape Production One Of Many Problems Facing Walsh

By MARK GIBBONS

SAN FRANCISCO—What seemed likely to develop into the stormiest gathering in years of the executive board of the International Alliance of Theatrical Stage Employees (IATSE) took place here all last week with the board's winter meeting in Del Webb's Towne House.

Pyrotechnics were almost certain to erupt at Friday's (Jan. 31) closing session with IATSE president Richard F. Walsh on the receiving end of a hot barrage of criticism and complaints from within the ranks of one of the most dominant unions in motion picture and television production.

Walsh recently signed with producers a bargaining contract covering videotape production at rates vastly less than those prevailing for filming, and thereby hangs a tale that very well could be the fuse to touch off the explosion. Three Hollywood IATSE locals form the union's dissenting forces and their representatives were all on hand and ready to raise the roof on Friday with previously hinted threats of seceding from the parent union. They are Electricians Local 728, Photographers Local 659, and Film Editors Local 776.

Significantly indicative that the dissenting locals meant business with Walsh and his board is that attorney William H. Nichols was here to represent official agent John Lehners of the film editors. Lehners reportedly is in ill health but it is known that some time ago Local 776 requested permission of Walsh to send a lawyer as its representative. Another speculative factor is the rumor that some Hollywood locals have been dickering with Ralph Clare, omnibus agent for such non-IATSE groups as Studio Transportation Drivers, Local 339 AFL, and others to be their future negotiating representative. One of Clare's multitudinous salaried chores is that of fronting for Jimmy Hoffa's teamsters.

Headed by President Walsh, the executive board members in session here were general secretary Harland Holmden and these regional vice-presidents: James J. Brennan, Ramsey, N. J.; Harry J. Abbott, Philadelphia; Orin M. Jacobson, Tacoma, Wash.; John A. Shuff, Akron, O.; LeRoy Upton, St. Louis; George L. Flaherty, Hollywood; A. L. Pat Travers, Toronto, Can.; Edward J. Miller, Houston; and Jerry Tomasetti, Brooklyn.

Also in attendance as observers but symbolic of potential forensic fireworks were IATSE attorneys Frank B. Murdock, Philadelphia, general counsel; Michael G. Luddy, Los Angeles, west coast counsel; and Harold Spivak, New York, special counsel, as well as Walter F. Diehl, Boston, assistant international IATSE president.

"Lady" Goes For Groups

NEW YORK — A New York office for group sales of tickets to the world premiere engagement of "My Fair Lady" has been opened by Warner Bros. at 666 Fifth Avenue, with John G. Payton as director.

The office will make arrangements with organizations and groups for theatre parties to "My Fair Lady" at the Criterion, where the musical will have its world premiere.

New NSS Showmanship Aids Launch Drive Honoring Burton Robbins

As National Screen Service's President's Sales Drive got underway recently, Melvin L. Gold, general sales manager, congratulated Burton E. Robbins, president and chief executive, as Walter E. Branson, vice-president in charge of distribution, looked on approvingly. The picture pennants and streamers are part of the company's new showmanship line being made available to exhibitors.

At a luncheon at the Americana Hotel, National Screen Service lifted the curtain on some of the New Line Showmanship Aids it will offer exhibitors during its President's Sales Drive honoring Burton E. Robbins, president and chief executive, which got under way February 2 for the next 90 days.

About 20 circuits in the local area were represented at the luncheon by their advertising and executive personnel and their comments were universally favorable, indicating that the innovations could find a welcome reception from theatre men.

Those present heard Melvin L. Gold, general sales manager of National Screen Service, give an illustrated description of a new "Clock" trailer the company has developed for Drive-Ins, which can also be used in conventional theatres as an important revenue adjunct where theatres use screen advertising. They also saw a revolutionary new type of lobby display called "Cinemotion" which provides visual animation to processed displays and which can be used in existing shadowbox frames in many theatres.

A revolving setpiece to be known as the Rotovue Display, which announces forthcoming attractions was another of the exciting innovations. Also on exhibition for the circuit heads was a new line of pennants and banners offering year 'round utility, which theatremen will find inexpensive and invaluable in promoting their coming programs; a new array of holiday posters, and new modern directional signs for Drive-Ins processed in Day-Glo and Scotscal Film backgrounds with Codit which reflects brightly under auto headlights.

Gold paid tribute to Robbins, who since taking over the office of chief executive, has inaugurated an advertising research department, under the direction of the Sales Department, to create and develop new showmanship aids to assist theatre men in building and increasing steady patronage at the boxoffice.

"Robbins," stated Gold, "has imbued the entire NSS management team with new vigor and enthusiasm, which has been reflected in a dedicated effort to provide exhibitors with a continuing flow of special accessories and trailers aimed at one ultimate goal—Bigger Boxoffice Grosses."

Robbins restated the policy he established last year when he took over the reins of management at NSS. He promised exhibitors that the new showmanship aids NSS delivered during the X-mas and New Year's holiday season, and those exhibited at the luncheon, were only the beginning of a steady stream of innovations the industry could expect from the company during the coming weeks, as important changes will be made in the archaic showmanship techniques of the past. "From our key situations to the grass roots level," he concluded, "we hope to make the impact of these new showmanship aids respond at the point of patron contact—the Boxoffice."

SW Declares Dividend

NEW YORK—The board of directors of Stanley Warner Corporation declared a dividend of 30 cents per share on the common stock, payable Feb. 25 to stockholders of record Feb. 10.

Sherman, Bonnet To AA

HOLLYWOOD—Gerry Sherman has been appointed Allied Artists' exploitation manager, it was announced by Sanford Abrahams, national director of advertising and publicity. In his new post, Sherman will handle national tie-ups, raido and television promotion, west coast field exploitation, and all the various facets of promotion on the company's product.

Sherman for the past five years headed his own company, which handled all of Paramount's Los Angeles and San Francisco radio and tv placements and promotion, working in cooperation with the studio publicity department. Previously he had handled publicity for Edward Small's production company.

Ted Bonnet has been appointed publicity manager for Allied Artists, it was also announced by Abrahams. Bonnet has handled the publicity on some of Allied Artists' most important pictures, including "Soldier in the Rain," "Hell to Eternity," and "The Big Circus."

He was formerly publicity director for Cecil B. DeMille and also for Walter Wanger, when the latter headed his own production company.

An Open Letter to BOB FERGUSON, Columbia Pictures

Dear Bob:

Recently, at a trade press conference, you told the industry that exhibitors generally fail to do their share in the selling of films to the public. We doubt if many will disagree with you.

You have earned the right to sound off on this subject. Under your advertising leadership, Columbia has moved to the forefront of the industry as far as showmanship is concerned. Your firm also ranks with the leaders as far as trade advertising is concerned. Exhibitors generally know what they are getting when a new Columbia picture comes along. This is not the case with all firms. As we have stated editorially, only 51 per cent of pictures released in 1963 were advertised in the trade press.

However, let us see if a defense can not be made for some theatremen caught in your blanket indictment. First of all, every company is not as far-seeing as Columbia when it comes to supplying theatremen with the showmanship ammunition necessary to a good campaign. In many cases, the exhibitor knows nothing about the picture or the promotional tools available until the print reaches the theatre. You must admit that this makes it impossible to follow through on the local level.

Another point to be considered is that release schedules throughout the industry still crowd top pictures into holiday availabilities, leaving barren stretches of mediocre product at other times. This makes it next to impossible to whet the public appetite. Exhibitors are asked to bid on pictures three to six months in advance and must put up fantastic sums. Competitive bidding has helped less than 10 per cent of theatres now engaged in it.

How can an exhibitor be expected to engineer a superior ad campaign when he is paying as high as 70 per cent for a film? What these terms have done is make it practically impossible for the theatreman to come out of the engagement in the black.

Also Bob, check how many distributors have reduced their co-op campaigns, particularly with independent theatremen. The same towns always get the world premieres. How many independents get this kind of shot in the arm?

We agree that there are quite a few lazy exhibitors. We applaud your effort to get them moving again. However, there are a great many exhibitors who want to do the best promotion job they can, but who are hampered by conditions beyond their control.

As we said, you've earned the right to complain. We were privileged to attend a meeting you conducted on a sub-run break for "Lawrence of Arabia." Your enthusiasm and promotional ideas excited every showman present, and I see from last Sunday's Times that the same excitement is being generated for "Dr. Strangelove." But let's not put all the blame on exhibition. The situation goes deeper than that.

With best wishes always. Sincerely yours,

MOTION PICTURE EXHIBITOR

Five Columbia Executives Honored In Sales Drive

NEW YORK—A record $40,000 in prize money will be distributed to winners of Columbia Pictures International Corporation's sales drive, which got underway Feb. 2 and runs through May 30. The drive will be captained by Mo Rothman, executive vice-president of Columbia International, and will mark Columbia's 40 years of service to the motion picture industry.

The drive, the theme of which is "Columbia's Biggest Year," will be in five phases, each named for one of the following five Columbia Pictures executives: A. Schneider, president; Leo Jaffe, executive vice-president; M. J. Frankovich, first vice-president; Sol Schwartz, senior vice-president; and Robert S. Ferguson, vice-president in charge of advertising and publicity.

The A. Schneider Billings Drive will run for 17 weeks and will encompass all sales personnel in the company's territorial head offices and sub-branches. The Leo Jaffe General Performance Sweepstakes, also 17 weeks in duration, will be for the staffs of head offices, including sales, administrative, and service. The Mike Frankovich Stretch Run will be billings competition for territorial managers covering the final two weeks of the drive, May 17-May 30.

The Sol Schwartz Record Weeks division of the sales drive will enable sales personnel in each territory to earn extra prize money each time they break their all-time one week billings record. In The Bob Ferguson Showmanship Contest phase of the drive, special prizes will be awarded to those territorial managers and their publicity staffs who produce outstanding advertising-publicity-promotion campaigns in the first 15 weeks of the drive.

UA's Cohen On Sick Leave

NEW YORK — Samuel Cohen, United Artists' foreign publicity manager, was granted extended leave of absence for reasons of health, it was announced by Fred Goldberg, vice president.

During Cohen's absence, Ashley Boone, who has been an administrative assistant in the UA advertising-publicity departments, will be the acting foreign publicity manager.

Cohen will continue to serve on a consultant basis during his absence. A 45-year veteran in the industry, he joined the Famous Players-Lasky Corp. in 1919. He served in various positions in the sales and publicity departments of Paramount Pictures, including a tour of duty in the company's Berlin office.

Cohen joined United Artists in 1932 as foreign publicity manager, the position he has held to the present.

Murray Forms Production Firm

LOS ANGELES—A new motion picture producing organization, Filmworld Productions, has been formed by Don Murray with two feature projects to get underway this year: "The Sinners" and "Life Plus 99 Years."

The former is an original screenplay by Murray, while "Life Plus 99 Years," for which the star also will write the script, will be based on the book by Nathan Leopold.

Filmworld Productions will also have a tv division, Murray announced, with several projects now under discussion for future development.

Meet Challenge Of Changing Times, Levine Urges N.Y. Bookers' Club

NEW YORK—The motion picture industry must meet the challenge of the changing times if it is to keep secure its recent gains, Joseph E. Levine, president of Embassy Pictures, told the Motion Picture Bookers Club of New York.

Levine, addressing the silver anniversary installation dinner of the organization, held at the Hotel Astor, pointed out that the changes effected in the last 25 years, in terms of theatre closings and openings, in the quality and type of motion picture production and in the patterns of distribution, have touched all facets of the industry.

"This is no time for complacency," Levine declared. "There is still much to be done by all of us if we are to keep secure all of our recent gains!"

Levine continued: "Just as there have been changes in the outward appearance and the inner operation of our industry, there have been illuminating changes in the entertainment desires of the millions of people we serve daily. These faceless millions want more adult, more mature, and more meaningful attractions. How else would you account for the box-office success of such attractions as 'Tom Jones,' Fellini's '8½,' 'Divorce-Italian Style,' 'David and Lisa,' 'The Easy Life,' and 'Hud'?"

Levine said that the bookers and buyers "have a great opportunity to broaden this base of acceptance of these award-winning films, yet in many areas they are still given cursory attention."

"We're showmen, not traditionalists," Levine went on. "Here is a proven area for additional revenue, but there are those who will not break with tradition. Tradition has its place, but there is no place for tradition in show business!"

Levine pointed out that "we at Embassy have consistently and ungrudgingly grasped a single purpose and a single mission—showmanship! This purpose and this mission have taken us over thorny paths in darkened forests. This is exactly what we want. There are no trails to blaze in quiet green pastures."

Noting that motion picture bookers were a "vital link" in the motion picture industry, Levine urged the assembled bookers to "rewrite the book" and instill showmanship in their sales efforts.

"Oscar" Nominees Announced Morning Of Feb. 24

HOLLYWOOD—Nominations for the 36th Annual "Oscar" Awards—one of the most widely covered international news events of the year—will be announced by the Academy of Motion Picture Arts and Sciences at 10 a.m. (Pacific Standard Time) Monday, Feb. 24, Arthur Freed, Academy president, announced.

This year's timing is in accordance with the Academy's policy, inaugurated two years ago, of annually alternating the time of the announcement to more equitably satisfy the deadlines of morning and evening newspapers and television and radio newscasts.

The growing international interest in the balloting for "Oscar" nominations dictated the need for this release plan which now calls for the announcement to be made in the morning one year and afternoon the next.

"Day With Universal"

NEW YORK—Universal Pictures Company scheduled a series of four "Day With Universal" screenings and luncheons for exhibitors starting in Dallas and Chicago, to be followed by Atlanta, Feb. 6, and Toronto, Feb. 26, it was announced by Henry H. "Hi" Martin, vice-president and general sales manager.

Milton R. Rackmil, president of Universal, will preside with Martin as host at all four events. The pictures to be shown are "The Chalk Garden" and "Bedtime Story."

Italy Honors Jaffe

NEW YORK—Leo Jaffe, executive vice-president of Columbia Pictures Corporation, was honored by the Government of Italy when he received the Meritorious Order of Commendatore of the Republic of Italy in a ceremony at the Italian Consulate-General. The honor was conferred on Jaffe by the President of Italy, Antonio Segni, for his signal efforts in furthering Italian-American relations in the sphere of motion pictures.

Seen at a recent Universal trade press conference in New York are Henry H. 'Hi' Martin, vice-president and general sales manager, center; Philip Gerard, eastern advertising and publicity director, right; and Herman Kass, executive in charge of national exploitation, left.

Yale Honors Johnston

NEW HAVEN — The late Eric Johnston, president of the Motion Picture Association of America, is being honored by a new student essay prize being established at the Yale University Law School.

The Eric Johnston Prize has been made possible in its first year by a gift from Herman M. Levy, New Haven attorney who since 1947 was general legal counsel of Theatre Owners of America. Levy's hope is that other persons in the motion picture field—either producers or exhibitors or Johnston's friends in the industry—will offer monetary gifts to make the Johnston Prize an annual event at Yale.

Open to graduate and undergraduate students alike, the contest will be to produce the best paper each year on the subject of "prior censorship in the field of motion pictures."

Demonstrations In Asheboro, N. C., Increase Despite Some Integration

ASHEBORO, N. C.—Nightly marches through the downtown business district have been launched here in connection with massive efforts to racially integrate motion picture houses and other facilities, and integrationist leaders have refused a request of Mayor Robert L. Reese that they halt them until a bi-racial committee could be established. The integrationists said "other type demonstrations would be held later."

After the meeting of Negroes at which Mayor Reese's request was rejected, Robert Blow, Durham, N. C., assistant adviser of the National Association for the Advancement of Colored People's Youth Council and College Chapter, said the group had voted to continue the demonstrations. He said demonstrations, heretofore consisting of silent marches without incident, would consist of "sit-ins, silent marches, et cetera . . . for the sole purpose of opening up all public accommodations."

Blow said bi-racial committees are all right if "they do something, but we have seen so many of them set up and they do nothing."

Earlier, the Ministerial Association suggested that all signs that segregate facilities be removed as a step toward integration of the city.

Its community affairs committee adopted a resolution commending Mayor Reese and the City Council for their "tireless efforts to maintain harmony and establish good relations" between the races. It said it approved of "all positive steps that have been taken to assure first class citizenship to all," but conceded that integration as a Christian idea "has not yet been achieved in Asheboro."

The marches here were launched after the City Council failed to act on a list of integration demands, including the forced integration of all theatres. One of the two motion picture houses here has been integrated for some time.

Mayor Reese said the anti-segregation demonstrations were unwarranted, and he did not know why the city had been made a target of racial controversy, since one of the town's two motion picture houses already is integrated, as are several restaurants and other places of business.

One of the demands of the Negroes was that the city require all places it licenses to do business to integrate their facilities and services. City officials said they were without legal authority to impose such a requirement.

Europe Ad Rep For AIP

LOS ANGELES—Mike Baumohl and Associates has been named by American International Pictures to handle the film company's publicity and advertising for six European countries, it was announced by Milton I. Moritz, AIP ad-pub chief.

According to Moritz, the appointment of the London-headquartered Baumohl firm is the result of American International's recent world-wide expansion moves for the distribution of the company's own and acquired outside productions.

The Baumohl company will handle AIP publicity and advertising in Italy, France, Spain, Denmark, Norway, and Sweden. Similar AIP chores in the United Kingdom proper are handled by Dennison Thornton of London.

MGM Presents Largest Lineup Of Completed Pix

NEW YORK—With MGM now in possession of the largest line-up of completed films in its history, Robert O'Brien, president of the company, arrived in New York from meetings with studio head Robert M. Weitman and other executives and producers.

O'Brien was accompanied by Maurice Silverstein, president of MGM International. Dan Terrell, executive director of advertising and exploitation, remained at the studio for additional conferences.

The group discussed advertising and promotion campaigns and mapped out release schedules for the following recently completed films: George Pal's production of "Seven Faces of Dr. Lao," "Mail Order Bride," "Kissin' Cousins," "Sunday In New York," "Company of Cowards?," "Of Human Bondage," "Night Must Fall," "Rhino!," "Murder at the Gallop," "Viva Las Vegas," "The Night of the Iguana," "Honeymoon Hotel," "Looking for Love," "The Love Cage," "Signpost to Murder," "Murder Most Foul," "The Unsinkable Molly Brown," and "The Americanization of Emily." They also viewed scenes from "Judgment in the Sun," now before the cameras with a scheduled finish date of late February.

Rodriguez To Fox Post

NEW YORK—Francisco Rodriguez, appointed by 20th-Fox as supervisor for Latin America, has taken up his new duties in Mexico City.

The appointment of Rodriguez was the first move implementing the "new look" announced for Fox's foreign distribution setup by executive vice-president Seymour Poe. Under the plan, each foreign territory is to be administered by a supervisor in the field, backed up by a home office-based specialist for the same territory. Karl Knust, a veteran executive in the Fox international organization, has been appointed to the home office Latin American desk.

Rodriguez resigned as Japan manager for MGM in order to undertake the Fox assignment. He had previously been with the Motion Picture Assocaition of America in Japan.

Alfred Hitchcock, right, discusses his new Universal release, "Marnie," with Sean Connery, whom he brought to Hollywood from London to star in the film.

Year-Long Sales Drive To Honor Arnold Picker

NEW YORK—United Artists is honoring executive vice-president Arnold M. Picker with the longest annual sales drive in the history of the company, it was announced by James R. Velde, UA vice-president, and captain of the campaign.

The Arnold M. Picker drive will be a 53-week billing, collections, and playdate program running through Jan. 2, 1965. "With the outstanding pre-sold product that we will be supplying exhibitors with over the next 12 months, this drive honoring Arnold Picker will be the most rewarding the company has ever had," Velde stated.

To enhance the drive for its participants, Velde said that this year's campaign will introduce a revised format compared with other years.

Velde explained that this year there will be cash prizes in all categories on a quarterly basis as well as the annual cash prizes to be awarded upon conclusion of the 1964 sales drive.

Further, Velde reported, the categories have been altered to allow for more possible winners.

"Furthermore, a top budget advertising, publicity, and exploitation program will back the features figuring in this salute to Mr. Picker.

"The success of this drive will be virtually assured by the fact that it will include two of the biggest boxoffice bonanzas in this company's history, namely Stanley Kramer's 'It's A Mad, Mad, Mad, Mad World' and Tony Richardson's 'Tom Jones.' The sales drive period also will cover the release of such outstanding films as 'The Ceremony,' 'One Man's Way,' 'The Pink Panther,' 'Flight From Ashiya,' 'From Russia With Love,' 'The Best Man,' '633 Squadron,' 'For Those Who Think Young,' 'The Seventh Dawn,' 'The World of Henry Orient,' 'The Dubious Patriots,' 'Woman of Straw,' 'Invitation to a Gunfighter,' 'Topkapi,' and 'A Shot in the Dark.' "

American Hardware Sold

NEW YORK—Glen Alden Corporation entered into a contract for the sale for cash of its investment in the American Hardware Corporation to Emhart Manufacturing Company. The sale of Glen Alden's 387,005 shares of American Hardware stock, acquired by it in 1963 at a cost of approximately $13,500,000, will result in a profit of approximately $5,500,000.

The option agreement made in December, 1963, by Glen Alden covering approximately 215,000 additional shares of American Hardware stock is to be cancelled in connection with the sale. That stock is also to be purchased by Emhart Manufacturing Company, Glen Alden stated.

"Greatest" PR Story Told

NEW YORK—Maxwell Hamilton, who completed his two-year assignment as coordinator of advertising and public relations for the George Stevens production of "The Greatest Story Ever Told," is resigning as of Feb. 7.

Hamilton, who held a similar post with Cecil B. DeMille's "The Ten Commandments," plans to devote his immediate future to completing a book for which he is under contract to Random House. He then will return to his own firm of public relations consultants.

Sizzles ☆ William Holden ☆ Audrey Hepburn
Audrey Hepburn ☆ Paris When It Sizzles
When It Sizzles ☆ William Holden
liam Holden ☆ Audrey Hepburn
urn ☆ Paris When It Sizzles
Sizzles ☆ William Holden
den ☆ Audrey Hepburn
☆ Paris When It Sizzles

THE BIG EXPLOSION IS SET TO GO OFF IN MARCH!

IT'S ONE H AND H OF A SIZZLING AT
AND FUN-POWER TO MAKE IT HOTTE

WILLIAM
HOLDEN
GO ABSO
PARi
it S

"Bill is the cat burglar and monster."

A RICHARD QUINE-GEORGE AXELROD Production with GRÉGOIRE ASLAN / Directed by RICHARD QUINE / Screen a

HOT-AND-HAPPY FOR MARCH RELEASE

TION...WITH ALL THE STAR-POWER
FIRECRACKER AT THE BOXOFFICE!

AUDREY
HEPBURN
APE IN
IEN
ES
RINTS BY
NiCOLOR®

"Audrey is the secretary and new schoolmarm."

EAXELROD / Based upon a story by JULIEN DUVIVIER and HENRI JEANSON / Music by NELSON RIDDLE / A PARAMOUNT RELEASE

IN-AND-HEPBURN... FROM PARAMOUNT!

The NEW YORK Scene

By Mel Konecoff

THE MESSERS Sam Spiegel, producer; Robert Ferguson, Columbia vice-president in charge of advertising and publicity; and Rube Jackter, Columbia vice-president and general sales manager, got up a press conference to announce the replay of "The Bridge on the River Kwai" commencing Memorial Day in 150 to 200 spots. They felt that now was the time if audience reaction abroad is any indication of the reception.

Jackter was overwhelmed by exhibitor reaction to his questions about the re-release of the film, and new accessories, trailers, etc., are being readied. The terms will be the same as initially—50 per cent from the first dollar. When it was originally released in 1957 and then placed under wraps just under two years later in 1959, it had played in 7,800 theatres in the U.S. and Canada and had grossed $14,600,000 in film rentals. Sixteen millions came in from abroad. In England it garnered close to 450,000 pounds, and to date the replay has brought in 250,000 pounds.

Spiegel opined that today it's much more important to have durable pictures, which can be replayed over a long period so that new audiences will be waiting to see it, instead of trying to make many new pictures. There just is no way to make good pictures in the numbers required by theatres. Producers can't conform the supply to the demand. We, said he, don't need an overflowing supply of new product, but an everflowing supply of good product.

Spiegel is set to work on "The Chase" starting in November in the U.S., his first to be made here in 10 years, and he has hopes that it will outdo his other films. There'll be another Spiegel undertaking in the near future as well. Incidentally, his "Lawrence of Arabia" is Columbia's highest grossing picture thus far.

He was questioned about a desire to buy into British Lion, but he termed this strictly a financial investment. His heart still belongs to Columbia, where he has become one of the major stockholders because of the faith he has in the company.

BELLY DANCE DEPARTMENT: If you've never seen Mike Vogel as a genie, you've never lived. What brings this on, we can hear someone asking, and what is a Mike Vogel? Well, it seems that Universal has a comedy called "The Brass Bottle," and eastern advertising and publicity director Phil Gerard unveiled a promotional gimmick to help in the selling. After all, today's business is a challenge and we're in a highly competitive market. Ergo, campaigns have to be developed to stop the public and get it to listen to our message. Buying space can't do it all, sez he.

He reported how veep David Lipton committed $200,000 for a touring troupe consisting of three belly dancers, a magician, and genial genie Mike Vogel, who when he's not geniing is a press agent who gets involved in all sorts of things.

Coordinator Jerry Evans, who is a professor in night school when he's not coordinating, related that the troupe will do two months of personal appearances commencing with the film's opening in Texas Feb. 12, then Atlanta, then Charlotte, Pittsburgh, etc. There are accompanying contests, and a flying carpet that works at least a foot off the ground (this cost $40,000 alone).

Mike Vogel and two of his girls showed us part of the act, and it's going to take some time for us to recover.

A MATTER OF VARIETY: Rarely have we seen a turnout of the size that attended Tent 35's hail and farewell luncheon at the Hotel Astor last week. The Tent's Girl Friday, Bea Livingston, hasn't worked that hard since her daughter got married. It was time for chief barker Charlie Alicoate to step down and make room for newly-elected barker Jack Levin.

The Tent's Barkerettes expressed admiration for the administration of Alicoate, offered help and cooperation to the incoming Levin, and chief Barkerettte Sylvia Pimstein presented a check for $5,000 garnered from their various activities for the furtherance of Heart projects. The gals' numbers have increased to 100.

Spyros P. Skouras presented Alicoate with a pair of cuff links as a memento to recall his efforts on behalf of the Tent, and the grateful outgoing Alicoate tried to thank all who assisted him, including Harold Klein, Herman Schleier, Pat Steen, Mrs. Pimstein, Milton Rackmil for introducing the Sunshine Coach into Variety work here, etc. He opined that his period of service to Variety was just starting as he steps down.

Levin, after being sworn in by international representative Nat Nathanson, asked for help and cooperation from the membership to continue the expansion and good works of the Tent. Sworn in along with Levin were Irving Dollinger, first assistant; Charlie Smakwitz, second assistant; Harold Zeltner, dough guy; David Rosen, property master; Saul Jeffee, Bernard Meyerson, William Reddick, David Sanders, Bob Shapiro, and George Waldman as canvassmen.

A check for $7,500 was presented to the Institute of Applied Biology, one of the Heart projects; one for $2,500 went to a project for handicapped children in Hempstead, N.Y. Levin was the recipient of a gavel from Cinema Lodge president Leonard Rubin, inaugurating the start of his term in office. The 400 present were entertained by Eddie Schaefer and Emil Cohen.

PREVIEW NOTE: National Screen Service launched the Burton E. Robbins President's Sales Drive last week with a luncheon at the Americana wherein it was announced that NSS stands ready to provide a showmanship revival to the industry. Robbins believes that exhibition has a desire and willingness to try new things to increase revenue, and NSS has come up with some new materials to help that are exciting and different.

The detailed list of offerings can be found elsewhere in this issue, and both we and circuit representatives present were impressed with the line-up and the presentation chaired by general sales manager Mel Gold.

Daylight Saving Measure Would Affect East Mich.

LANSING, MICH.—Daylight saving is raising its ugly (to the motion picture industry) head once again.

Representative to the Michigan Legislature from Detroit, Joseph Gillis, introduced the measure which resides snugly in committee.

This try is only about 50 per cent as objectionable to movies as previous still-born efforts. It would apply only to the eastern portion of the state, thus bringing it in line with eastern daylight saving. The western, roughly one half, would remain on eastern standard time, making it the same as central daylight. (The far eastern section is about the same longitude as St. Louis, Mo.)

Aside from the news story, tv station WJBK (CBS affiliate) made a feature of it. Gillis was interviewed, and although the sponsor, seemed pretty dubious of its chances for passage. He listed the various alignments, including the industry in general, and, specifically the drive-ins.

However, he cited the farm interests as the biggest hurdle. Sadly he commented, "Cows and chickens just don't understand daylight saving."

People on the street were also interviewed, and on sequences shown were about divided. The station itself gave approval in a tv "editorial."

The last time this was tried here, the industry was about to seek public relations council when the move died of itself.

Thus far, no concern has been shown.

Bronston Distrib Deals Set

MADRID—Negotiations have been completed between Samuel Bronston Productions and Emil Dabague, for the distribution of "The Fall of the Roman Empire" and "Circus World" in the Middle East through the latter's Dollar Cedca Film S. A. L., it is announced by Milton Goldstein, vice president and foreign sales chief of the Bronston company.

Territories involved are Egypt, Iran, Iraq, Lebanon, Syria, Jordan, Sudan, Ethiopia, Aden, Bahrein, Kuwait, Yemen and Saudi-Arabia.

Goldstein also announced that negotiations have been finalized with Rank Film Distributors of New Zealand Ltd. for the distribution of the films in New Zealand.

Daniel Frankel, center, president, Zenith International, and IFIDA dinner chairman at the Americana Hotel, New York City, is seen with David Picker, left, UA vice-president, holding the IFIDA award for the best foreign picture in the English language presented to "Tom Jones"; and Leonard Lightstone, right, Embassy executive vice-president, with the Joseph Burstyn award to "8½," for best foreign language motion picture.

Producer Charles H. Schneer with Robert Ferguson, vice-president in charge of advertising for Columbia Pictures, Mrs. Ferguson, and the stars of "First Men IN The Moon," being produced for Columbia, are seen on a recent visit to the Shepperton Studios in England.

LONDON Observations

By Jock MacGregor

TWIST . . . SHAKE . . . STAMP. That's the Zulu Stamp, and it was no mean spectacle when stars and industryites launched the dance before an extremely contented Joe Levine at the May Fair supper party celebrating the "Zulu" world premiere. It is a strenuous dance consisting of a sort of one, two, three, and a jump accompanied by shrieks of "Zulu" and has been inspired by the tribal fertility dance featured in the movie. Judging by its acceptance, it could sweep the world's dance halls, and with a few hundred jumping almost continuously together can wreck a few floors.

Next morning, pounds lighter, stiff around the calves, and decidedly hoarse, I made my way to Russell Hadley's office where I found George Weltner and Joe bursting with enthusiasm. They were thrilled with the way the audience had reacted and claimed that they had never heard such applause for a picture. Making the morning after more pleasurable for them were the outstanding reviews for this Cy Endfield—Stanley Baker epic, and the fact that all the reserved seats at the Plaza had been booked for three weeks. Indeed, Joe was so elated with the reception that he is considering some 70mm road shows in America before its summer release. These could pay off.

A most interesting feature about this mighty production is that, thanks to good planning, conscientious budgeting, and teamwork, it proves that it is still possible to make a big picture at a reasonable price. Costing $2,000,000, it looks like a multi-million production. Here is a real value on the screen. George and Joe are so impressed that they are repeating the arrangement with a further picture from this youthful, forceful, and hard working team, "Sands of Kalahari," with their friends. Liz Taylor and Richard Burton, whereby Embassy handles in America and Paramount in the rest of world. Joe is backing the Easter release in the UK with a mammoth campaign, and as a first step, invited every ABC manager in southern England to a screening and lunch in London to inspire them and give them plenty of time to plan their onslaught. Similar gatherings will be staged in other parts of the country. While George was predicting that their joint effort, "The Carpetbaggers," would be Paramount's greatest grosser ever, Joe was absent mindedly doodling "Zulu."

ANOTHER PRESS CONFERENCE at which depression was conspicuous by its absence was that for Sam Bronston, who was visiting for the final scenes for "Circus World" to be shot at Rank's Pinewood studios. He is well satisfied with the way his distribution pattern, whereby various companies invest in return for different markets, is working. He is no lover of distributors in general, will express biting views at length, and has an action pending with a major. He is building his own studios near Madrid, has an impressive lineup, and had dropped his idea of making cheaper budget films as he does not consider he is geared for them. "Fall of the Roman Empire" will be world premiered before Prince Philip at the Astoria on March 24 in aid of the Variety Club. This is a unique tribute to chief barker David Jones, since he is Associated British publicity chief and this is a Rank release in a Rank theatre. Both Claudia Cardinale and John Wayne came to London for the final "Circus" scenes, and what troupers they are. CC's original flight on Sunday was delayed somewhere before reaching Rome. She transferred to another airline, arrived at Claridges at 7 p.m., changed, and dashed across London to the Savoy arriving looking a dream. Recalling the late and casual arrival of a French actress, I thanked her for her cooperation and courtesy to the press. John Wayne donned full western garb on the day of the "McLintock" opening and visited a West End store to receive an outsize goosedown quilt made by McLintock and Son of Barnsley. It was fine to see Phil Gersdorf, publicist supreme, who accompanied the Bronston entourage from Madrid.

WITH "THIS IS MY STREET," which has opened at the Warner, Peter Rogers proves that it is possible to make an adult picture without having to have an "X Adults" only censor tag. He has trimmed his subject, but I can not believe it has lost impact. Now instead of lining up with the "X" offerings, it gets a quick release. . . . I do wish those visiting America and wanting publicity would give more warning. Many leave it quite unnecessarily to cabling time, and in consequence do not get the coverage they otherwise might.

Col. Exploiteers Discuss "Strangelove," "Victors" Bally

NEW YORK—Top Columbia exploitation men from all over the country returned to their areas after an intensive working session here and discussion of Columbia's two February releases, Carl Foreman's "The Victors" and Stanley Kubrick's "Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb."

The two-day meeting, attended by Robert S. Ferguson, Columbia vice-president in charge of advertising, publicity, and exploitation; his administrative assistant Ira Tulipan; national coordinator of advertising, publicity, and exploitation Richard Kahn; exploitation manager Roger Caras; and eight of the Columbia field force from key centers throughout the country, detailed specific plans for two of the most extensive and intensive promotional campaigns ever devised during a single month by Columbia Pictures.

Field men saw the complete range of unique trailers, tv spots, and teasers for the promotion of "Dr. Strangelove," and heard the radio campaign devised to engender broad public interest for the film. Among the promotional items available for examination at the meetings was the "hot-Line" telephone used to give promotional messages for "Dr. Strangelove" in theatre lobbies and rear-screen projection material for special presentations in advance of the theatre showings of the film.

Exploiteers also saw one of the most encompassing print campaigns in Columbia's recent history to promote "The Victors," including material designed to market the film to special groups, double-page newspaper and magazine spreads, and other promotional material including TV ads, movie trailers and exploitation devices. The field force also learned the details of a comprehensive publicity campaign for both films.

Attending the sessions were Sid Zins, Columbia field man in Washington, D. C.; Hal Pearlman, Chicago; Milt Young, Philadelphia; Bill Lewis, Dallas; Sammy Siegel, San Francisco; Joell Cohen, Midwest; Harry Hollander and Bob Cooper.

More
light
+
slower burn=
lower costs

NATIONAL
TRADE MARK
PROJECTOR
CARBONS

MGM Stockholders Meet On Directors, Amendments

NEW YORK—The annual stockholders meeting of MGM will be held Feb. 27 in the Astor Hotel.

The stockholders wil be asked to reelect managements slate of 13 directors and to pass upon two amendments, one approved and the other opposed by management.

The approved proposal would change the by-laws so that directors, officers, and employees would be indemnified from expenses of litigation and judgments, but not if found guilty of misconduct.

The second proposal would prevent MGM from giving any funds to charity except 'in direct furtherance of the business interests of the corporation."

The directors, all up for reelection, are Gen. Omar N. Bradley, Bennett Cerf, Ira Guilden, George L. Killion, J. Howard McGrath, Benjamin Melniker, Robert H. O'Brien, William A. Parker, Philip A. Roth, Charles H. Silver, John I. Snyder, Jr., John L. Sullivan, and Robert M. Weitman.

Ellsworth C. Alvord, a director who died Jan. 16, will not be replaced.

The stockholders were informed that when former president Joseph R. Vogel terminated his employment on August 14, 1963, he became eligible for a retirement lump sum settlement of $425,000 in lieu of $40,000 a year for life. This agreement provided, among other things, that he render advisory services.

Mack On Sick List

CHICAGO—Irving Mack, chairman of the board, Filmack Corporation, is recovering from surgery at the Columbus Hospital here.

Para. Joins "Showcase" With 21 "Stranger" Dates

NEW YORK—Paramount is following other majors into the N.Y. "Showcase" release plan when "Love With The Proper Stranger" open Feb. 11 in 21 metropolitan area theatres while continuing initial engagements at Loew's State on Broadway and the Murray Hill on the East Side.

The plan is regarded by the company as experimental, with no set spread pattern. Each engagement in the various areas has been subject to bidding, and in some cases the buyer was determined not only by bids but also subsequent negotiation. Following the multiple openings, the film will be available for the neighborhood break on March 11.

Houses involved are the Paradise and Whitestone Drive-Ins, Bronx; Metropolitan, Kingsway, and Rialto, Brooklyn; Meadows, Queens, and Continental, Queens; Paramount, Staten Island; Loew's, Mount Vernon; Brandt's, Yonkers; Plaza, Scarsdale; Elmsford Drive-In, Elmsford; Roosevelt Field, Garden City; Fantasy, Rockville Center; Freeport, Freeport; Glen Cove, Glen Cove; Huntington, Huntington; Sunrise Drive-In, Valley Stream; Bay Shore; and Patchogue, Patchogue.

The picture will also open at the same time in New Jersey and upstate New York.

General D-I Dividend

BOSTON—The board of directors of General Drive-In Corporation has declared its regular 12 1/2 cent quarterly dividend payable Feb. 25 to shareholders of record on Feb. 5, Richard A. Smith, president, announced.

FEBRUARY 11-12-13 in Dallas

You'all Come!

the '64 Convention
is
shaping
up
GREAT!

TEXAS DRIVE-IN
THEATRE OWNERS ASSN.

The Time: Feb. 11-12-13
The Place: Statler-Hilton Hotel
See You'all
in Dallas
at the
12th Annual Convention

TEXAS DRIVE-IN THEATRE OWNERS ASSN.

11 Completed Features Ready For AA Release

HOLLYWOOD—Steve Broidy, president of Allied Artists, revealed that the company had 11 completed pictures ready for release in the first seven months of 1964.

The group does not include "Soldier In The Rain," which is starting on its regular release.

On the list is the first picture presented by A.C.E. Films Inc. (American Congress of Exhibitors)—Philip Yordan's production of "The Thin Red Line," made by Security Pictures, Inc., in association with A.C.E. It stars Keir Dullea and Jack Warden and will be an early summer release.

Broidy listed "A Yank In Viet-Nam" as coming up this month for release. The picture was actually filmed within gunshot of the battle lines. It was produced by Wray Davis and the lead is played by Marshall Thompson with a new discovery, Kieu Chinh, opposite him.

For March, Allied Artists has two films. Scheduled for St. Patricks Day is the new Pat Boone comedy, "Never Put It In Writing," a Seven Arts Production, produced and directed by Andrew Stone. March will also see the release of "The Strangler," first picture to star Victor Buono, produced by Sam Bischoff and David Diamond.

In April, Allied Artists will release "The Naked Kiss." The Leon Fromkess-Sam Firks Production stars Constance Towers, Michael Dante, and Anthony Eisley, and was written, directed, and produced by Samuel Fuller.

A picture just acquired by Allied Artists is scheduled for May. The film is "Train 349 From Berlin," starring Jose Ferrer and Sean Flynn.

Allied Artists will have two for the summer, acording to Broidy. "The Thin Red Line" and Lion International Films, "Station Six—Sahara," starring Carroll Baker.

Broidy also said that the release schedule for the first seven months of 1964 would carry "The Secret Door," "A Life In Danger," "Master Spy," and "Clash By Night" (tentative title)—the latter two new acquisitions.

L.A. WOMPIs Plan '64

LOS ANGELES—At the January dinner-meeting at the Mona Lisa Restaurant, HO-LA WOMPIs set 1964 activities. A new membership drive will be held during February. After the drive, all new members will be honored at a special party.

Fund raising projects were put into effect to include a theatre party, rummage sale, luau, and Hallowe'en party. Personal projects include gift items needed for Rancho Los Amigos, to be delivered monthly.

In addition to the donations made to the national WOMPI organization and local charities, one more local charity will be selected to receive funds from HO-LA WOMPIs during 1964.

Col. Int. Ups Paulus

NEW YORK—Fred Paulus, who has been Columbia Pictures International's manager in Lebanon for the past five months, has been promoted to supervisor of the Near East territory, it was announced by Mo Rothman, executive vice-president of Columbia International.

Headquartering in Beirut, Paulus will supervise activities of the company's offices in Lebanon and Egypt as well as agency operations in Iraq and Iran. In addition, Paulus will oversee sales activities in Syria, Jordan, Saudi Arabia, and Kuwait.

Salem, Mass., Exhibitor Loses Plea For Moveup In Federal Trust Suit

William McCormick, president, Yankee Network of New England, and Herman Ripps, assistant sales manager for MGM, are seen at the recent Boston business luncheon on MGM's plans for the New England saturation of "Children Of The Damned" and "Gladiators 7."

BOSTON — The Naumkeag Theatres lost their suit before Federal Judge John Ford when he decided in favor of the defendants, which comprised all the major distributors, except Columbia; the New England Theatres; and the Stanley Warner Management Corp. The decision of the judge granted the defendants' motion for a directed verdict against the Naumkeag Theatres.

Naumkeag operates the Paramount, Salem, Mass. This exhibitor sued all defendants on the ground that they had conspired to prevent his Paramount from enjoying the same run as the first-run theatres in Lynn operated by the New England Theatres and Stanley Warner, respectively. The Naumkeag Theatre is 5½ miles away from the first-run theatres in Lynn.

Previous to today's ruling, Federal Judge Ford had thrown out that part of the case relating to an alleged conspiracy of the downtown first-run theatres in Boston, which enjoy 21 days clearance over the entire Metropolitan Boston area.

Naumkeag was represented by Bradley Ryan of Boston. The distributor defendants and the New England Theatres were represented by Robert Meserve of Boston. Stanley Warner was represented by Stuart H. Aarons of its New York Legal staff, with Richard Brickley of Boston as counsel of record.

ALBANY

Strand district manager Martin Burnett reserved accommodations at nearby New Kenmore Hotel for the young men on the staff who remained in the theatre until one a.m. the night of a blizzard with some of the public stranded there until that time. . . . Jim Fisher continues week-end operation of Hollywood Drive-In, at Averill Park, during the winter months. . . . H. L. Gaines is Warners local branch manager, and not "Garnes" as misspelled in a recent EXHIBITOR directory listing. . . . Al Golden is no longer associated with 20th-Fox, although he has remained in this city. . . . Fabian district manager Adrian Ettelson was on the committee that arranged the testimonial dinner at Hotel Astor, New York City, for George Trilling, who recently retired as Fabian buyer-booker after 25 years service.

ATLANTA

The accounting department of the 20th Fox Memphis exchange is moving to the New Orleans office. . . . Douglas Cooper, assistant manager, Bailey, Wilmington, N. C., has been appointed manager of the Center, Rocky Mount, N. C. . . . Carroll Ogburn, former manager, Warner Brothers, is making preparations to move to Jacksonville to take over the exchange there. . . . Lilliam Anglin and Leroy Steede are on the sick list at Benton Brothers Film Express. . . . R. C. Cobb, of Fayette, has purchased the equipment and right to do business at the Druid from Druid, Inc., owner and operator of the theatre in Tuscaloosa, Ala. . . . Ralph B. Mann, manager, Martin Theatre and Fendley Drive-In, Andalusia, Ala., won first prize in the recent two-months boxoffice business drive. . . . Pauline Dennis, accounting department, and Varolyn Walker, Universal, back at work after illness. . . . A new screen and other improvements have been made at the Elba, Elba, Ala., since the house reopened.

BALTIMORE, MD.

"A Funny Thing Happened On The Way To The Forum" will mark the last legitimate show to play at Ford's Theatre before the old playhouse is razed to make way for a garage. . . . Eugene Gordon replaces James Airey as manager of the Waverly. Airey goes to the Boulevard to assist Carroll E. Freeland, manager. . . . Mike Budzinski is assistant at the Uptown. . . . Mrs. Verona M. Rubin, cashier, Uptown, is off the sick list and has returned to duty. . . . Gilda Ramer, former cashier, Norwood, is now employed in the admitting record office of the Sinai Hospital. . . . Bessie Brown, concessions girl at the Rialto, is to graduate as a nurse this coming March. . . The Maryland State Board of Motion Picture Censors reviewed 1,313 films in its 1963 fiscal year; ordered cuts in 45; and banned 13, mostly nudie films.

BOSTON

A bill has been filed in the state legislature to create a state arts council, which would provide for a two year term for a committee to study the needs of Massachusetts in support of the performing arts, including films, and an analysis of how it should be done. The bill, filed by Rep. Michael Dukakis of Brookline (D.), is patterned he said, "after similar legislation which has been enacted in New York, Connecticut, California, and a number of other states." The Dukakis bill has been endorsed by the New England Theatre Conference, and leaders in the performing arts field in the state, and has been reported favorably on by the committee on state administration. . . . The Astor has booked "Seven Days in May" to open Feb. 14. . . . "Cleopatra" winds up at the Gary on Feb. 6 to make way for "The Victors." . . . Ben Sack, president of Sack Theatres, announced that "Becket" will open at his Gary in March. . . . Alain Delon, co-star with Jean Gabin in "Any Number Can Win," current at the Exeter, came to Boston for press interviews at the Ritz Carlton, with Karl Fasick handling the press radio and tv interviews for MGM. . . . Exhibitors here hailed disclosure that more than half a million persons from throughout the nation will spend $65,000,000 at 376 conventions already booked for Boston through 1973. The Hub's mushrooming convention business will mean more audiences by the thousands for every motion picture theatre. . . . The Paris Cinema, art house, is to be the newest addition to Boston's theatre scene, located opposite the new Prudential Building, now going up. A Feb. 4 opening is planned for the new house with "Billy Liar" (Continental) as the opening picture. Paris Cinema brings the number of new theatres in Boston to six in the past year and a half.

BUFFALO

A second trial of a claim by the Sheridan Drive-In, Inc., against the state for land taken for the Niagara Thruway has resulted in a $110,000 award by Court of Claims Judge H. Cooke. The corporation's original suit for $824,000, which was dismissed, was ordered retried by the Appellate Division. The state had offered $325,000 to the out-doorer, but when it was found that it could be reconstructed on adjoining land, the owners accepted $215,000. Is his decision, Judge Cooke said the claimant failed to prove fraud and rejected that portion of the claim, but in accordance with the Appellate Division ruling, he awarded the difference between what the state once admitted the drive-in was worth and what it paid. . . . Citizens from all over western New York banded together to help the Variety Club Telethon on channel 7 (WKBW-TV) Feb. 1-2. WKBW-TV donated its time and facilities as well as all station technical and performing personnel. . . . Annette Funicello of Disney tv and movie fame visited Buffalo to do some tub-thumping in behalf of the new Disney film, "The Misadventures of Merlin Jones," scheduled to open Feb. 11 at Schine's Granada in north Buffalo. . . . Al Petrella, councilman and an officer of Tent 7, Variety Club of Buffalo, was on the list of candidates for the post of director in the Greatest Buffalo Advertising Club. . . . Fred Keller, managing director, Circle-Art, is putting on a Humphrey Bogart Film Festival. It started Jan. 29 and 30 with "The Maltese Falcon." . . . The story of motion pictures will be told on an outdoor screen at the World's Fair in New York in a seven-minute color film at the Eastman Kodak Pavilion. The film will be produced by MGM and will consist of one segment that depicts the skills involved in making films and the part Eastman Kodak of Rochester, has played in movie-making, and another segment that deals with upcoming pictures of a number of studios. Kodak also will have two theatres within its pavilion. The outside movie will be projected from the pavilion onto a shadow box screen, according to the plan. . . . That giant organ in Shea's Buffalo, which has not been used in public recital in some 20 years and which used to be an important part of the big show in the late Mike Shea's flagship, was used in a public recital at 11:30 p.m., Jan. 31, when two members of the Niagara Frontier Chapter, American Theatre Organ Enthusiasts, which restored the organ played duets. . . . "Tom Jones," originally announced for a Feb. 14 opening at the Cinema

SHELDON TROMBERG
presents
BOXOFFICE ATTRACTIONS, INC.
Independent Film Distribution
Phone: Code 215 MA 7-2919
1323 VINE ST., PHILA., PA. 19107
Phone: Code 202 347-2221 or 347-3151
606 WARNER BUILDING, WASH., D. C. 20004

in downtown Buffalo and the Amherst at Buffalo's city line, has had its local premiere advanced to Feb. 7. . . . Charles Funk, managing director, Century, says area residents are buying tickets for the stage shows booked in this United Artists circuit house, which has a first-run film policy most of the year. "I wouldn't say that the public has battered down the doors, but we have shown a profit on our stage shows," said Funk.

John Martina, owner of Buffalo's Cinema and the Rochester Cinema, has added Rochester's Coronet and is building another theatre in Rochester's suburb, Greece. . . . Bingo players in Erie County took home $2.5 million in prize money in six months, figures of the State Bingo Control Commission show. Profits of 147 organizations in Erie County totaled $978,972 for the period. Variety Tent 7 conducts a Bingo game each Wednesday in the Genesee.

CHARLOTTE

Roy Rowe, Burgaw, N. C., theatre operator, has announced his candidacy for election to the Senate of the North Carolina State Legislature from the Ninth District, which includes Duplin, Pender, New Hanover, and Sampson counties. He previously has served five terms in the Senate and one in the House, but was not in the Legislature during the past biennium and will have opposition from the incumbent senator. . . . Kermit R. High, Carolina Theatre, Charlotte, has been elected to the board of directors of the Downtown Charlotte Association. . . . Andy Griffith, North Carolina native actor, is among six nationally known theatre celebrities who have agreed to serve as permanent members of the Institute of Outdoor Drama Advisory Board at the University of North Carolina, Chapel Hill, N. C. The institute is the only center of its kind in the nation, and members of the newly-formed board will offer their advice and services based on their experience in American theatre. They will aid in production by recommending personnel to participate in all phases of outdoor drama activity. In addition to Griffith, others who have agreed to serve on the board are producer Cheryl Crawford; director Dr. George McCalmon; designer Mordecai Gorelik; playwright and novelist Betty Smith; and theatre historian and critic John Gassner. . . . Tar Heel Theatres, Inc., Charlotte, has expanded its quarters at 223 South Church street and has signed a long-term lease for the space, which has been remodeled. . . . Sudden high winds which hit gusts up to around 50 miles an hour tore away half of the screen and sections of the fence at the Center Drive-In on U. S. 401 South at Raleigh, N. C., causing damage estimated at $12,000 by manager Jinx Pollard. Similar winds also demolished a drive-in at Benson, N. C. . . . W. G. Enloe, Raleigh, N. C., district manager for North Carolina Theatres, Inc., formally announced that he is a candidate for election to the North Carolina State Senate. A former mayor of Raleigh and a former City Councilman at Raleigh. he previously had indicated that he would run. He seeks to represent Wake and Chatham Counties in the Senate. subject to the Democratic primary in May and the general election in November.

CHICAGO

Frank Dobes, 69, died in MacNeal Memorial Hospital. He was a retired projectionist and was a member of the Motion Picture Operators' Union, local 110. . . . Portage of the Balaban and Katz Circuit has installed a new modern electric sign marquee, increasing lighting advertising effect. . . . Roosevelt University's Film Society is bringing first run Polish films to the city. The films will be shown at the Sinha theatre, the first of which is "Joan of the Angels." . . . David Wallerstein, president of Balaban and Katz, and Sterling Quinlan, president of central division of ABC, were named directors of the Chicago Better Businesss Bureau. . . . John Thompson of the Columbia exchange is at the London exchange to help publicity department boost film campaigns. Hal Perlman is handling Thompson's duties while he is overseas. . . . Cinestage, closed for several weeks because of a film shortage, will reopen with the booking of "Becket." . . . David Isaacman, retired member of Motion Picture Operators' Union, is dead. . . . Irving Tomback, formerly publicity director for MGM, has organized the Amusement Advertising Agency. He is president of the company and will supply Brotman Theatre Circuit with advertising and publicity activities. . . . Les Stepner, manager and part owner of Evanston theatre, Evanston, Ill., was named Citizen of the Month by the Evanston police department. This citation was based upon his cooperation with parents and civic organizations for his practice of offering free movies each year to members of the school safety patrons. . . . Century has been completely renovated with these refurbishments: huge modern stage screen; latest type marquee, installed by Whiteway Electric Sign Co.; and new decorations, redesigned lobby, foyer, and lounges. . . . Payson Manufacturing Co., Chicago-based manufacturer of builders' hardware, has acquired J. H. Channon Corp., makers of theatrical equipment, for an undisclosed sum. . . . George Lenke has been named president and general manager of Da-Lite Screen Company, Warsaw, Ind. He will succeed Chester Cooley, who has been named chairman of the board. . . . Edward Harris, formerly manager, Ken, has been named manager, Howard, of Phillips Circuit. . . . Kohlberg Theatres are completing plans for their new hard-top to be erected in the spring with opening set for late 1964. The new house will be located in Lincolnwood. . . . Irv Kupcinet, Sun Times columnist, reports that Arthur Wirtz is planning to reopen his long-closed Palace with "Fall of the Roman Empire," to be followed by "My Fair Lady." The Palace will operate on a reserved seat basis.

Harry Balaban is starting an antenna business in Danville, Ill. . . . Chicago's Censor Board reviewed 70 films in November, of which only one was rejected. . . . Evanston theatre's gallery displayed paintings by Ethel Beadell throughout December. . . . Vic Bernstein, branch manager of Allied Artists, will be inducted as chief barker of Variety Club, along with other new officers, Jan. 15 at Pick-Congress Hotel. Rotus Harvey, International Variety Club head, is expected to participate in the ceremonies. . . . Oscar Brotman and Associates, of the theatre chain, are reported to be considering turning their newly purchased Aragon Ballroom into a skating rink.

CINCINNATI

William B. Shane, reelected chief barker for Variety Tent Three, was installed at an annual meeting in the club quarters, Vernon Manor, with Edward Salzberg, past chief barker, master of ceremonies. Also installed were Ray Russo and Ben Cohen, first and second assistants respectively; Saul Greenberg, property master; J. W. McDonald, dough guy; and crew members Joe Alexander, Carl Ferazza, Jack Finberg, Jack Haynes, Nat Kaplan, Al Kolkmeyer, Jack Kaplan, William Onie, Jack Quigley, and Arthur VanGelder. The highlight of the occasion was the memorial service conducted in honor of Noah Schechter, one of the Tent's founders and Cincinnati's "Mr. Theatre," who died Christmas Eve, 1962. In his will, Schechter had specified that $150 be given to the Tent to defray expenses for a party for club members and his friends to come and offer "the proper toast." Because the Tent was one of Mr. Schechter's chief interests, the club waited until it was in its new quarters to hold the ceremony and drink the "proper toast." Among those present were a number of civic officials, long-time friends of "Mr. Theatre." . . . The Ladies Auxiliary of Variety Tent Three, which has been dormant for several years, held a reorganization meeting at a luncheon in Vernon Manor, with Fay Weiss acting as temporary president. . . . A. B. Knolman, 20th-Fox sales manager, was reelected president and business agent for IATSE F-37 at an annual meeting. Also elected were Nate Mutnick, MGM booker, vice-president; Ann Keck, Warners secretary, secretary-treasurer; Morrie Hail, Universal booker, guardian; bookers Don Benning, Paramount; Chick Weinberg, MGM; and Peggy Rebhan, Unversal secretary, trustees; bookers John Kallmeyer, 20th-Fox, and Wilbur Hetherington, UA, executive committee. . . . J. R. Sampson has reopened the Ritz, Hinton, W. Va., with the Frank L. Weitzel Booking Service as booker and buyer.

COLUMBUS, O.

Manager Sam Shubouf, Loew's Ohio, announced that the closed-circuit telecast of the Sonny Liston-Cassius Clay heavyweight title fight will be presented Feb. 25. RKO Palace previously announced that the fight would be shown, so fight fans have a choice of theatres. . . . Eugene V. Bishoff, real estate firm of W. Lyman Case, announced negotiations for leasing the closed Hartman legitimate theatre are "definitely making progress." . . . George Gareff, local lawyer acting for a syndicate planning a 30,000-capacity sports and entertainment arena, is negotiating with Sears Roebuck Co. for a site near the Spring-Sandusky interchange, five minutes from the downtown theatre area. Lack of parking facilities near the proposed Market-Mohawk urban renewal area site for the arena caused the shift in plans. . . . Screen, stage, and television star Jane Powell will be here in person in her new stage revue Feb. 17 at Veterans Memorial. . . . Rosemarie Yurasek, chairman

DALLAS

Albert H. Reynolds, Texas zone manager for Stanley Warner of Texas, returned from a home office meeting held in New York. . . . Funeral services were conducted at Plano, Tex., for Joseph A. Lewandos, who died following a heart attack. He was an accountant with Trans-Texas Theatres of Dallas. . . . The 12th annual convention of the Texas Drive-In Theatre Owners Association will be held Feb. 11 to 13 at the Statler Hilton Hotel in Dallas. . . . Harry McKenna, Screen Guild Productions owner and franchise holder of American International Pictures, was here to attend the funeral of Herman Beiersdorf, district manager for AIP. . . . The Tower may be one of the theatres which will show "The Fall of the Roman Empire" opening April 2. . . . The Fine Arts, managed by Gene Welch for Trans-Texas Theatres, in a Sunday advertisement pointed out the fact that of the

10 best films of the year selected by Virgil Miers of the Dallas Times Herald, three premiered at the Fine Arts. Also out of the 26 outstanding films of 1963, eight opened at the Fine Arts. More than 50 per cent opened and played at the Fine Arts, according to Welch. . . . Virgil Miers, Dallas Time Herald, listed his selection of the top 20 films shown in Dallas as measured by their first run engagements only. His top 20 includes "How the West Was Won" in first place. In order the others are "Cleopatra," "Lawrence of Arabia," "Irma La Douce," "Mutiny on the Bounty," "The L-Shaped Room," "Summer Magic," "Gypsy," "Under the Yum Yum Tree," "McLintock," "In Search of the Castaways," "To Kill a Mocking Bird," "Spencer's Mountain," "The Great Escape," "Bye, Bye Birdie," "Hud," "Come Blow Your Horn," "The Thrill of It All," "Barabbas," and "Son of Flubber." . . . Tony Randall is scheduled to be a visitor to Dallas in early February in behalf of his latest film, "The Brass Bottle," which will premiere in Houston, Tex. . . . Slim Pickens was in Dallas as a stop on a promotional tour in behalf of "Dr. Strangelove Or: How I Learned to Stop Worrying and Love the Bomb," which is scheduled to open at the Fine Arts on Feb. 19.

DETROIT

A dragster, thundering at night on the left hand side of the street, crashed into James Smith, 17, who was returning home. He was killed instantly. Young Smith was the only child of Mr. and Mrs. Wayne Smith of Pontiac, Mich., who operate the Huron and Eagle.

HOUSTON

Texas Lt. Gov. Preston Smith wil be honored at a testimonial dinner Jan. 30 in the Grand Ballroom of the Rice Hotel. The veteran Texas lawmaker and theatre operator has announced that he will be a candidate again for the state's second highest office during the forthcoming elections. . . . Slim Pickens flew in from Dallas in behalf of his latest film, "Dr. Strangelove: Or How I Learned to Stop Worrying and Love the Bomb." The cowboy star will be seen in the role of an H-bomb pilot pilot in the film which opens at the Tower on Feb. 19. . . . Tom Carlisle was in the city to talk about "From Russia With Love." . . . Jeanette McDonald is reportedly on the road to recovery following her recent operation here. . . . George Christian, Houston Post, was among the newspaper editors who attended the premiere showing of "The Incredible Mr. Limpet" at Weeki Wachee Springs, Fla.

JACKSONVILLE

Teams of WOMPI members staffed a solicitation booth in the George Washington Hotel lobby for a full week as one of their contributions to the March of Dimes drive. . . . Carroll Ogburn, who left here several years ago to take an executive post with the Warner Bros. division office in Atlanta, has returned here to take over the reins of the local Warner Bros. branch office from Johnny Tomlinson, who has resigned from the company to open an independent booking agency in the Florida Theatre Bldg. . . . The Florida, Hollywood, Fla., a deluxe Florida State Theatres house managed by Hal Stanton, was completely destroyed by a middle-of-the-night fire during mid-January. The theatre was empty at the time and no one was injured. It is reported that FST plans to rebuild the Florida as soon as debris is clearned away. . . . Charley Turner, Metro salesman, has shifted from an office job to the road again following the transfer of Steve Formato to New Orleans. . . . Patricia Bryan, Universal staff member, is at home recovering from successful surgery in a local hospital.

MIAMI, FLA.

Mrs. Lillian Claughton, president of Claughton Theatres, was voted one of Miami's Six Outstanding Women of 1963, by the Miami News. Mrs. Claughton was cited for her work in organizing the women's committee of Variety Children's Hospital, serving as president of the women's division of the Miami-Dade Chamber of Commerce, and service on the board of directors of the American Cancer Society. Last year, Mrs. Claughton was elected president of the Greater Miami Hotel Association, the second woman in its history so honored. . . . Miami Beach's Roosevelt filed a $2,160,000 anti-trust suit against 14 Greater Miami motion picture exhibitors and nine national film distributing companies. Entered in a New York court, the suit claims the firms conspired to prevent the Roosevelt from getting quality motion pictures on first-run engagements. Wometco Enterprises, Florida State Theatres, Brandt Theatres, Inc., Claughton Theatres, Inc., and Loew's Theatres, Inc., were among local concerns named in the suit. Martin Caplan, Roosevelt manager, said his theatre was not included in the so-called "split" and that it hadn't played an important picture since "El Cid" opened for a 10-month roadshow engagement in December, 1962. Paramount, MGM, Universal, and others were among major film distributors named in the action, which claimed they granted other Miami Beach exhibitors better rentals and permitted extended runs while ignoring the Roosevelt. The suit, brought by 227 Theatres, Inc., operators of the Roosevelt, seeks an injunction restraining the "monopoly" and asks that the theatre be allowed to negotiate in good faith for more desirable features, claiming that unless this is done, the Roosevelt will be forced out of business. . . . Paul Haggerty is trainee assistant manager of the Normandie and Surf. . . . Sympathy was extended to Cecil Allen, Mayfair, in the death of his brother in Illinois. John Reed managed the Biscayne Boulevard art theatre while Cecil was in Illinois attending the funeral. . . . Stanley Mesh has been appointed assistant controller, Wometco Enterprises, Inc. The announcement was made by Wometco comptroller Arthur H. Hertz. . . . W. P. Packler is now in charge of Wometco Enterprises, Inc. personnel dept. following the Christmas night death of personnel director Robert F. Green, from a heart attack. . . . The Wometco Enterprises, Inc., board of directors increased the company's dividend payout to stockholders by 11 per cent by declaring a regular quarterly dividend of 14 cents per share on the company's Class "A" stock and a quarterly dividend of five cents per share on the Class "B" stock, to be paid on all stock now outstanding.

MEMPHIS

Rotus Harvey, San Francisco, international chief barker of Variety Club, with other national officers and chief barkers from Mexico City, Atlanta, Dallas, Charlotte, and St. Louis, were in Memphis to help the local tent plan future fund-raising events. The Memphis tent sponsors the Variety Children's Heart Institute and works with the University of Tennessee medical units in heart research. Harvey, James Carreras, first assistant chief barker, of London; George Hoover, executive director of Variety; and Bob Bostick, regional representative of Memphis, were guests of honor at a banquet. Bostick is with National Theatre Supply. Dan Coursey, branch manager, 20th-Fox, Memphis, succeeded Richard L. Lightman, Malco Theatres, as chief barker of the local unit. Other officers are Bailey Prichard, first assistant barker; Fordyce Kaiser, second assistant; Watson Davis, property master; and George Overton, dough guy. . . . Rocket Drive-In, Magnolia, Ark., has reopened for weekend operations. . . . Dixie Drive-In, Hope, Ark., was closed during the month of January. . . . In Arkansas, the Ken, McCrory, closed. Skylark Drive-In, Pocahontas, and 65 Drive-In, Conway, have closed for the season. . . . At Prairie Du Rocher, Ill. the Prairie has closed. . . . Tommie's Drive-In, Kennett, Mo., has closed, as has Airvue Drive-In, West Helena, Ark., and Starlite Drive-In, Gassville, Ark. . . . W. E. Moore, office manager, Film Transit, Memphis, has been informed that the Whitehaven Drive-In, Grenada, Miss., and Joy Theatre, Pontotoc, Miss., have closed. . . . Skyvue Drive-In. Savannah, Tenn., has closed for the season, and Savannah is open. Both places are under the same ownership. . . . Interest is keen in the contest to select "Miss Variety." The winner of the sixth annual contest is to be announced during Variety Clubs Week, Feb. 9-15. Nathan S. Reiss, chairman of the local unit's development committee, has again mailed letters appealing for funds for the Variety Children's Heart Institute.

NEW HAVEN-HARTFORD

In first plan of its kind for downtown Hartford, the Stanley Warner Strand is offering free patron parking after 6 p.m., Mondays through Saturdays, and all day Sundays, at an adjacent lot. William Decker, SW Hartford resident manager, is paying the lot 35 cents per car. . . . The Noah Wallace Parent Teacher Association in Farmington is offering a series of foreign films, screened in the high school auditorium. Tickets are $1 per person or $2.50 for the series. Initial attraction: "The Bicycle Thief." . . . The independent Strand, Winsted, provided lucky patrons with a number of bonus meal tickets for exotic Arab dinners in a nearby restaurant, as part of its promotion for Columbia's "Lawrence of Arabia." . . . Franklin E. Ferguson, general manager, Bailey Connecticut Theatres, has arranged for reservation service to Whalley, New Haven, engagement of 20th-Fox's "Cleopatra" at the huge Sears Roebuck shopping center in West Hartford. Additional sales facilities are maintained at the Rivoli, Hartford, and radio station WBIS, Bristol. . . . The Springfield, Mass., Civic Center Commission has proposed a Civic Center, containing a 2500-seat theatre and convention hall containing 50,000 to 100,000 square feet of floor space. Estimated cost is $6 million. Facility is needed, the commission comments, for public assemblies, conferences, concerts, lectures, dramatic production and musical programs, commercial exhibits, and trade shows.

WANTED:

Drive-In Theatre Manager for year round position. Top Salary and many benefits.

Contact Mr. N. Schermerhorn
Walter Reade-Sterling, Inc.
Oakhurst, N. J. or Call KEllogg 1-1600

. . . Allen M. Widem, Hartford Times, has designated these 10 best films for 1963: "It's a Mad, Mad, Mad, Mad World," "The Great Escape," "8½," "The Four Days of Naples," "How the West Was Won," "Charade," "Tom Jones," "Sparrows Can't Sing," "Hud," and "This Sporting Life."

NEW ORLEANS

Rene Brunet, owner, Famous, recently appointed Rene Lopez manager of the theatre. . . . Continuing to expand, Gulf States Theatres, McComb, Miss., have acquired Stanley Warner's drive-in theatres in San Antonio, Texas, including the Kelly, Lackland and Parkaire for complete operation. At the same time, they acquired the Palm, Ft. Walton, from Mrs. Tom Barrow, and the Ocean City Drive-In, Ocean City, Fla., from L. C. Craig. . . . Mrs. Joyce Lionnet is now secretary to Arthur Barnett, theatre representative. . . . Marion Guerin returned to Film Inspection Service after lengthy illness. . . . George Pabst and Alex Maillho, Blue Ribbon Pictures, hosted a group of local film buyers at a luncheon at the Fountainbleau Motel restaurant. . . . A two days sales conference was held by Allied Artists Southern Distributing Company at the Monteleone Hotel with J. A. Prichard, division manager, home based in Dallas, conducting the sessions. . . . A son was born to Mr. and Mrs. Andy Bevelo, their fifth child and third son. Bevelo is office manager of Exhibitors Cooperative Service, where Mrs. Bevelo was a former part time worker.

CLARK
TRANSFER
INC.

829 N. 29th St.
Philadelphia, Pa. 19130
CEnter 2-3100

1638 Third St., N.E.
Washington, D. C. 20002
DUpont 7-7200

PROGRESSIVE ELECTRIC
CONSTRUCTION CO. INC.
240 N. 13th ST. • PHILADELPHIA 7, PA.
Theatre Installations
and Maintenance

PHILADELPHIA

Manny Youngerman, president, M. Y. Film Company, Inc., announced that the first step in the company's plan to set up distribution offices on the east coast will go into effect Feb. 11 when the organization merges with Sam Pam Productions, Inc., of Philadelphia. The local operation will be in association with Claude J. Schlanger, president, Budco Theatres, Inc. Pat Beck, also of Budco, Inc., will also be associated in the enterprise. As soon as the Philadelphia operation begins to function, similar projects for Washington and Pittsburgh will be set in motion. Youngerman will headquarter at Sam Pam in the Wellington Building, 135 S. 19th Street. . . . Paul Kleiman has entered his own business after an association of over 30 years with Morris Wax. Kleiman controls the Leader, Capitol 52nd Street, and Cambria. . . . Irving Loomis, district manager for Embassy Pictures in Pittsburgh, Washington and Philadelphia, became the proud father of a girl born in University of Pennsylvania Hospital. Grandparents are the prominent circuit theatre owners Mr. and Mrs. Jack Kattleman. . . . Harry Freedman, Progressive Electric Company, was in Pennsylvania Hospital. . . . Leo Posel, president, Tent 13 Variety Club Camp for Handicapped Chilldren, was in Hahnemann Hospital. . . . The Auditorium, only theatre in Lewes, Del., has been sold by Charles S. Horn, Jr., to the Malch Corporation, which it is said plans to reopen in the spring. The house has been idle for 10 years. . . . Judith Elaine and Arthur S. Diamond, son of 20th-Fox branch manager Sam Diamond, will be married on March 8. . . . Tom Carlisle, international expert on "Bondman ship" and probably the world's tallest press agent, was in in connection with United Artists' "From Russia With Love" and conducted a seminar for exhibitors in the Vine Street Screening Room. . . . Bill Whyte has returned to Budco Theatres and is now located at the New 61st Street Drive-In.

ST. LOUIS

More than 130 persons attended the Missouri-Illinois installation luncheon when Frank Plumlee was installed as president. In the absence of Wes Bloomer, retiring president and incoming board chairman, Eddie Clark, Metropolis, Ill., was in charge of opening ceremonies. Ray Parker, former MITO president, was master of ceremonies. Among the city officials here were Mayor Woodward, of Farmington, and Mel Carpenter, Missouri State Treasurer. Other special attendees were Mrs. William Moore, Better Films Council; Veryl Johnson, National Carbon Co., who hosted the champagne party; Bill Pfeiffer and Ed Tyler, Coca Cola, who hosted the lunch; and Herb Butz, Motion Picture Operators Union. . . . Mr. and Mrs. Harry Blount sold the Plaza, Potosi, Mo., but retained the Starlight Drive-In. . . . Howard Rader, who was formerly an account executive with KPLR-TV has been appointed promotion director for the station. . . . Charles Krips, 20th-Fox branch manager, was in Cape Girardeau visiting with Truman Putz, who owns the Rialto there. He was also in Festus, Mo., visiting with Harry Miller, Miller Theatre. . . . WOMPIs discussed plans for the upcoming national WOMPI convention to be held here in September. . . . John Joyce, Paramount Shipper, died recently.

SAN ANTONIO

Tom Powers, city manager here for Cinema Arts Theatres, has arranged for two special screenings of "Lilies of the Field" in advance of a first suburban showing of the film at the Woodlawn on Jan. 30. Clergy of all faiths have been invited to view the film at the Josephine. On Saturday morning a special showing will be held at the Woodlawn for all of the town's Catholic nuns. . . . "No Man's Land," a Korean war film which was made in the San Antonio area some time back, was booked for showing into the downtown Texas, according to Richard Vaughn, manager. It was to open on Jan. 24 on a twin bill with another war film, "War Is Hell." Lt. Col. Farley E. Peebles, formerly with the Interstate Theatres Circuit as manager in San Marcos, Tex., is assigned to the Directorate of Maintenance at the San Antonio Air Material Area, Kelly Air Force Base.

WASHINGTON, D. C.

Louis "Rip" Ribintzki has retired as Washington area buyer for the Stanley Warner Theatres. He started with the organization in 1928 as a booker; and in 1948 became a head buyer. . . . Bill Friedman, booker and buyer for Sidney List Theatres, has resigned. He will announce his future plans at an early date. . . . Sheldon Tromberg, president, Boxoffice Attractions, hosted a champagne party at the firm's new and expanded Washington quarters.

Attending the recent MGM saturation production presentation meeting in Philadelphia were, left to right, Wesley Watson, Weilland Circuit, Atlantic City, N. J.; Rocco Palese, head, Varbalow Circuit, Camden, N. J.; Saal Gottlieb, MGM eastern division sales manager; Dave Sablosky, Norristown, Pa., exhibitor; Herman Ripps, MGM assistant general sales manager; and Max Korr, Allentown, Pa., exhibitor.

REVIEWS

The famous pink paper SAVEABLE SECTION in which Experienced Trade Analysts evaluate coming product

MOTION PICTURE
EXHIBITOR
SHOWMEN'S TRADE REVIEW

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 26 year old service is both numerically more complete, and informatively more candid, than any similar trade analysis. Cumulatively numbered by film seasons (September to September). It is recommended that readers consecutively save all REVIEWS section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

Combined the every second week, yellow paper SERVISECTION indexes to the past 12 months' product, and the alternating every second week pink paper REVIEWS, represent a unique informative service to theatremen.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.

SECTION TWO
Vol. 71, No. 4 FEBRUARY 5, 1964

ALLIED ARTISTS

A Yank In Viet-Nam

MELODRAMA
80 M.

Allied Artists
(Filmed abroad)

ESTIMATE: Well-made programmer.

CAST: Marshall Thompson, Enrique Magalona, Mario Barri, Kieu Chinh, Urban Drew, Donald Seeley, Hoang Vinh Loc, My Tin. Produced by Wray Davis; directed by Marshall Thompson.

STORY: When his helicopter is shot down by Communist forces in Viet-Nam, American Marine Major Marshall Thompson is taken prisoner, and his crew is killed. Meanwhile, a hospital has been attacked by the Reds, and its doctor is kidnapped after his wife is killed. Enrique Magalona, former university professor and brave soldier, who has been left mute by a Communist wound, sets out with the doctor's daughter, Kieu Chinh, to try and locate and free him. On the way, he and his band attack a Communist garrison and free Thompson, who joins them. He and Chinh fall in love. They eventually locate the doctor and rescue him after some heavy fighting. As Communist reinforcements arrive, things seem bad for the small group just as a paratroop invasion takes place. Magalona and the others are killed, but surviving are the doctor, Chinh, and Thompson.

X-RAY: Interest and excitement race side-by-side in this tale of the fight against the Communists in Viet-Nam by guerrillas and a downed American helicopter pilot. The circumstances almost seem to have been torn from newspaper headlines. The acting is plausible, and the direction and production are good, with a bow towards the directional task performed by actor Marshall Thompson. It should make up okay as part of the program. The screenplay is by Jane Wardell and Jack Lewis, based on a story by the latter. Filming in Viet-Nam adds to the effectiveness of the film.

AD LINES: "The Story Behind The Newspaper Headlines"; "A Thrilling Adventure Tale Of Men And A Woman In War."

COLUMBIA

Dr. Strangelove Or: How I Learned To Stop Worrying And Love The Bomb

COMEDY DRAMA
93M.

Columbia

ESTIMATE: Unusual serio-comedy should spark loads of word-of-mouth.

CAST: Peter Sellers, George C. Scott, Sterling Hayden, Keenan Wynn, Slim Pickens, Peter Bull, Tracy Reed, James Earl Jones, Jack Creley, Frank Berry, Glenn Beck, Shane Rimmer, Paul Tamarlin, Gordon Tanner, Robert O'Neil. Produced and directed by Stanley Kubrick.

STORY: U. S. Air Force General Sterling Hayden goes berserk and orders an air wing under his command on a red alert, which means that they are to attack pre-set targets in Russia. He arranges it so that his order can't be countermanded unless someone knows the proper code, and seals off the base. When British Group Captain Peter Sellers protests, he is locked in the room with the raving Hayden. Meanwhile, the news gets back to the Pentagon, and a war conference is called, presided over by the President (also Peter Sellers). When informed by Air Force General George C. Scott that nothing can be done, the President decides to advise the Russians of the mad move, summoning their ambassador to sit in on conferences by phone with the Russian premier. The latter informs the President that should an atomic attack be launched anywhere in Russia, a destructive atomic device will be automatically triggered which will plunge the world into chaos with the atomic reaction remaining on the earth's surface for years and years. An attack force eventually gets through to Hayden whereupon he shoots himself. Sellers figures out the code necessary to summon the planes back, and all return except for three that are shot down by the Russians and one commanded by Slim Pickens, which can't be reached because it has been damaged by a missile. Pickens eventually unloads his bomb on a secondary target, and the war council decides to place as many people as possible in deep mine shafts to emerge when it is safe on the earth's surface. Some of those present, especially Scott, are happy at the thought of being confined with 10 women to every man to help keep the population levels up. Dr. Strangelove (also played by Sellers), a scientist once with Hitler, who was in charge of the U. S. atomic program, has a number of suggestions as well, as atomic devices start to explode all over.

X-RAY: The serious aspects of this tale are so effectively exaggerated that the end result is funny in an odd-ball way. Tribute has to be paid to the expertness of the acting, direction, and production. It is bound to get lots of word of mouth as well as a different campaign, and both of these will pay off. Some in the audience are not going to find the threat of all-out atomic destruction funny, but even these should manage an occasional chuckle in the way the theme is gotten across or at the satire embodied in the presentation. Actor Peter Sellers is very capable in his three parts, and he is backed by the balance of the cast most effectively. The screenplay is by Stanley Kubrick, Terry Southern, and Peter George, and is based on George's book, "Red Alert."

TIP ON BIDDING: Depends on individual situation.

AD LINES: "An Unusual Screen Experience That Will Not Soon Be Forgotten"; "The Sensational And Unusual Picture Everyone Is Talking About."

MGM

A Global Affair

COMEDY
84M.

MGM

ESTIMATE: Hope comedy is cute idea.

CAST: Bob Hope, Lilo Pulver, Michele Mercier, Robert Sterling, Jacques Bergerac, Yvonne DeCarlo, Elga Andersen, Miko Taka, Nehemiah Persoff, Tanya Lemani, John McGiver, Georgia Hayes, Edmund Ryan, Mickey Shaughnessy. Produced by Hall Bartlett; directed by Jack Arnold. A Seven Arts Production.

STORY: Bachelor Bob Hope, who heads the fictional United Nations Women Of The World Department, is made cusotdian of a 15-months-old baby, abandoned in the U.N. Building. Each of the 111 U.N. member-nations wants the honor of adopting and raising the baby, the theory being that the child will go to the best nation. To pursue their claims, Hope is wooed by a bevy of not-so-motherly would-be mothers, each doing her best out of sheer patriotism. The final decision becomes Hope's to make, and he does it in the best interests of the child.

X-RAY: The success of this comedy, naturally, depends upon its star, Bob Hope. The palatable United Nations' propaganda frequently gets in the way of what was a good idea, even though screen play authors Charles Lederer, Arthur Marx, and Bob Fisher have resorted to many tried and proven laugh situations, such as having the baby get measles, and having Hope trying to partake of a dinner prepared by two of the would-be mothers on two different floors of his apartment house. Hope, of course, adroitly handles both the stale and fresh comedy material, and the international beauties are just that, while the baby is so good it almost steals the picture. Adlai Stevenson is in one scene and stares at Hope and the baby for an added laugh, while Mickey Shaughnessy, also in one sequence as an Irish cop, makes his few minutes count. So does Nehemiah Persoff as the apartment house superintendent.

TIP ON BIDDING: Better program rates.

AD LINES: "If Hope Exists At All For A Better World, It Must Come Through The Efforts Of The Children Of Today"; "A Little Child—And Hope—Shall Lead Them."

PARAMOUNT

Seven Days In May

DRAMA
120 M.

Paramount

ESTIMATE: Engrossing drama with name-filled cast.

CAST: Burt Lancaster, Kirk Douglas, Fredric March, Ava Gardner, Edmond O'Brien, Martin Balsam, George Macready, Whit Bissell, Hugh Marlowe, Bart Burns, Richard Anderson, Jack Mullaney, Andrew Duggan, John Larkin, Malcolm Atterbury, Helen Kleeb, John Houseman, Colette Jackson. Produced by Edward Lewis; directed by John Frankenheimer.

Story: In the not too distant future, the U. S., led by President Fredric March, has concluded a nuclear disarmament treaty with the Russians. U. S. military leaders, led by General Burt Lancaster, consider that the treaty has crippled the U. S. Lancaster's aide, Colonel Kirk Douglas, becomes convinced that the military is brewing a plot to overthrow the government. He informs the President, who uses some of his trusted advisers to check out Douglas' story. They gather information which convinces them that the plot is real, but March avoids a confrontation with Lancaster until his proof is solid. Presidential aide Martin Balsam gets a confession from an Admiral in on the plot, but is killed in a plane crash while returning to Washington. A member of the Spanish embassy staff finds Balsam's effects and realizes the importance of the confession. He delivers it to the President. March obtains the resignations of all officers in on the plot, and keeps the real reason a secret. The government of the people, by the people, and for the people is saved from overthrow and the democratic process are preserved.

X-Ray: This expert filmization of the controversial novel by Fletcher Knebel and Charles W. Bailey II is engrossing dramatic entertainment. Tension mounts under the film direction of John Frankenheimer, and an excellent and name-filled cast delivers top performances. Individual response to the film is likely to depend in some measure to a person's political persuasions, but there is no doubt that the film will spark considerable discussion and interest. The story unwinds like a superior mystery, and generates real dramatic excitement. This will probably be best received in metropolitan areas where audiences appreciate the slightly different drama. The setting some time in the near future is additional food for thought as many political observers have indicated that the danger portrayed in the film is a very real one indeed. Screenplay is a fine credit for Rod Serling.

Tip On Bidding: Better rates, depending on situation.

Ad Lines: The Astounding Story Of An Astounding Military Plot To Take Over The United States"; "An Eternity Of Suspense . . . It Happens In 1970 Or 1980 Or Possibly Tomorrow."

UNITED ARTISTS

One Man's Way

Drama
105M.

United Artists
(Ross)

Estimate: Warm, appealing life story of Dr. Norman Vincent Peale.

Casts Don Murry, Diana Hyland, William Windom, Virginia Christine, Carol Ohmart, Veronica Cartwright, Liam Sullivan, June Dayton, Ian Wolfe, Charles Lampkin, Arthur Peterson, Jr., Hope Sommers, Virginia Sale, Rory O'Brien, David Bailey, Mickey Sholder, Paul Marin, Hank Stanton, Bryon Byrne, Eddie Ryder, Edward Peck, John Harmon, Joseph Hamilton, Tom Palmer, Sandra Bettin, Wendy Ferdin, Sharyl Locke, Butch Patrick, Gerald Gordon, Tom Skerritt, Vernon Rich, Bing Russell, Ann Morgan Guilbert, Edward Prentiss, Arthur Marshall, Geraldine Wall, Jon Lormer, Jean Carson. Produced by Frank Ross; directed by Denis Sanders.

Story: Don Murray (Norman Vincent Peale) vowed when a youth that he would never be a preacher like his father, William Windom. He becomes a crime reporter on a Detroit newspaper, but is constantly frustrated at the idea of reporting people's problems without trying to help them. He finally decides to follow in his father's footsteps and enters a seminary. From the start he is a rebel, refusing to believe in a God of vengeance and speaking instead of a God of Love. His zeal and honest interest in the problems of his parishoners increases attendance at every church he heads. He marries Diana Hyland after convincing her that a minister's wife need not lead a dull life. Called to the pulpit of the Marble Collegiate Church in New York, his methods endear him to his parishoners and increases his personal fame, but earn him the enmity of many more conservative churchmen. His thesis is that God helps those who help themselves, and publication of the book, "The Power of Positive Thinking," heightens the controversy that rages about him. He is accused of preaching an "easy" religion and decides to resign from his pulpit. However, he is called to the bedside of the daughter of a leading physician whose daughter has been given up by medical science. Following a night of prayer, the girl recovers. Murray determines to remain a minister and help people to tap the strength that is within every human being.

X-Ray: This biography of America's best known churchman is a warm, appealing drama of one man's struggle for spiritual life. While it does not dodge the controversy that has followed Peale's career, its emphasis is on the positive. Regardless of religious persuasion, it should be enjoyed by all audiences. Murray is fine in the lead, and delivers several lengthy sermons with passion and conviction. The film holds interest throughout and also serves to introduce motion picture audiences to a lovely new star, Diana Hyland: This is the kind of film that deserves wide encouragement and support by those forces that are always most vocal when an objectionable film comes along. It remains to be seen whether they will exert their positive influence as well. Screenplay is by Eleanore Griffith and John W. Bloch, based on the book, "Minister to Millions," by Arthur Gordon.

Tip On Bidding: Better program rates.

Ad Line: "One Man's Way . : . The Life Story Of America's Minister To Millions, Dr. Norman Vincent Peale;" "A Heartwarming Story Of Faith And One Man's Never-Ending Search For Human Dignity."

The Pink Panther

Comedy
113M.

United Artists
(Mirisch)
(Technicolor)
(Technirama)

Estimate: Highly entertaining comedy.

Cast: David Niven, Peter Sellers, Robert Wagner, Capucine, Claudia Cardinale, Brenda De Banzie. Fran Jeffries, Colin Gordon, John Le Mesurier, James Lanphier. Directed by Blake Edwards; produced by Martin Jurow; associate producer, Dick Crockett.

Story: Although her country is torn by revolution, Claudia Cardinale is able to escape with a precious jewel, the Pink Panther. In the U. S., Robert Wagner poses as a member of the graduating class of a university for photo purposes only. In Rome, a master thief known as the Phantom strikes again, and shortly afterwards, Capucine sells similar jewels to a fence, escaping from pursuing police. She then joins her husband, French police inspector Peter Sellers, a bumbling minion of the law, whose one desire in life is to catch the Phantom. At a smart winter resort, David Niven, alias the Phantom, joins the others in funmaking. Niven makes the acquaintance of new arrival Cardinale when he tries to stop her dog from being kidnapped, a job instigated by himself. Capucine and Sellers arrive and at a convenient moment, she and Niven embrace, obviously old friends or something. Wagner arrives asking for his uncle, Niven. More hanky panky back and forth with Sellers becoming more and more certain that the Phantom is around to steal Cardinale's jewel. Circumstance leads him to Niven, who hides out in the Sellers suite with Capucine's help. At a big masquerade party, Wagner and Niven discover that each is a crook. Both are apprehended after a mad chase, but at the trial, with the help of Capucine, the tables are turned and the finger of suspicion points at Sellers. His guilt is clinched when the missing diamond falls from his pocket. He becomes the center of attention with women swooning all over him, and he figures that being labeled the Phantom has its compensations after all as he heads for jail. Niven, Wagner, and Capucine prepare to leave for parts unknown together.

X-Ray: Filled to overflowing with interesting characters and interesting situations, this comic delight is also weighted with an abundance of fun and farce. It starts out on a note of hilarity with some very cute opening titles, picks up speed as the story settles into an acceptable pattern, and winds up in a blaze of nonsense, which no one has to believe but which everyone should enjoy. The performances by all concerned are highly polished, but if an edge must be voted anyone, then Peter Sellers deserves it as a bumbling police inspector. Direction and production are superior, and the use of color, lavish settings, and changing scenery are valuable assets. When the word gets around aided by a proper campaign, the film will probably see plenty of boxoffice action. It was written by Maurice Richlin and Blake Edwards. There is a song, "It Had Better Be Tonight."

Tips on Bidding: Higher rates.

Ad Lines: "The Funniest Cops 'n' Robbers Tale In Many A Year"; "Action And Fun Follow 'The Pink Panther' Wherever He Goes."

UNIVERSAL

Dark Purpose

Melodrama
97M.

Universal
(Technicolor)
(Filmed in Italy)

Estimate: Okay mystery show.

Cast: Shirley Jones, Rossano Brazzi, George Sanders, Georgia Moll, Micheline Presle. Executive producers, Paul Baron and Harvey Hayutin; produced by Steve Barclay; directed by George Marshall.

Story: Art appraisers George Sanders and assistant Shirley Jones arrive at the estate of Count Rossano Brazzi, who hired them to appraise the art treasures in his villa. A vicious dog frightens Jones until called off by Brazzi. While at work, they are watched by young Georgia Moll, whom Brazzi introduces as his daughter, who is not well since a skiing accident some time back. He tells them that her mother died many years ago. Brazzi falls in love with Jones and she with him, which arouses feelings of jealous hatred in Moll. Eventually, she starts to remember and confides in sympathetic Jones that she is not Brazzi's daughter but his wife and that they are living there on her monthly allowance from a bank in Switzerland. Brazzi convinces Jones that it's all nonsense, but one morning Moll is found dead at the bottom of the cliff. The police declare it an accidental death. Jones discovers some clues that lead her to believe that the girl was murdered, and when Brazzi sees that she knows, he tries to get at her but is accidentally killed. Sanders and Jones leave for another job that starts out the same way, but Jones is determined not to go through it all again.

X-Ray: Suspense, drama, and romance are mingled against a background of colorful beauty, and the result is an adequate entry for the show that holds interest fairly well. Performances are good, and the direction is capable. The production values are impressive. The screenplay is by David P. Harmon from the novel by Doris Hume Kilburn. Incidentally, the "names" of the cast may prove of some value at the boxoffice.

Ad Lines: "An Intriguing Tale of Mystery And Romance"; "An Unusual Thriller."

The Dream Maker

MUSICAL
87 M.

Universal
(Color)
(English-made)

ESTIMATE: Pleasant programmer.

CAST: Tommy Steele, Michael Medwin, Angela Douglas, Jean Harvey, Bernard Bresslaw, Walter Hudd, John Tate, Janet Henfrey, Richard Goolden, plus guest appearances by John Barry, the Clyde Valley Stompers, Russ Conway, Johnny De Little, Carol Deene, Shane Fenton and the Fentones, Dick Kallman, Geoff Love, Marion Ryan, Danny Williams, and the George Mitchell Show. Produced by Norman Williams; directed by Don Sharp.

STORY: Tommy Steele is an assistant to Michael Medwin in a British recording company, and the latter takes the credit for the former's discoveries. Steele is continually chided by his secretary and girl friend, Angela Douglas, for letting Medwin get away with this. She is also puzzled by his disappearances every Sunday afternoon, and a co-worker suggests that he may have a wife and kids somewhere. Half of this is true as he visits an orphanage every weekend where he once was an inhabitant. The kids love him and the little goodies he brings them. When their eviction is threatened, he decides to put on a benefit after telling Douglas the truth, and he lines up the willing talent. Their letters of confirmation are lost. The theatre is packed that night, but no talent, so Steele goes out and entertains until Douglas begins to round up the singers and dancers. Medwin, who fired Steele, realizes that they had a potential star under their wing all along, and they try to get him back under much better terms. Everybody's future looks better with the orphanage saved and Steele and Douglas together.

X-RAY: This is a swingin' programmer featuring Britain's younger singers, most of whom are relatively unknown here. The story is pleasant; the acting is fair; the direction and production are okay; and the plot is a slight and familiar one. The whole is dressed in color, and it should do okay as a supporting feature for the younger set. The screenplay is by Leigh Vance.

AD LINES: "The Swinginest Fun Fest For All The Family"; "It's Fun All The Way."

Young And Willing

DRAMA
110M.

Universal
(English-made)

ESTIMATE: Interesting drama.

CAST: Virginia Maskell, Paul Rogers, Ian McShane, Samantha Eggar, John Hurt, Catherine Woodville, David Sumner, John Standing, Johnny Briggs, Johnny Sekka, Jeremy Brett, Charles Kay, John Barrie. Produced by Betty E. Box; directed by Ralph Thomas.

STORY: Ian McShane is sent to college by his family at a sacrifice, and he does well without too much studying. He is good at rugby, having fun and romancing Samantha Eggar, but he and his friends are also a nuisance to the townfolk. He is admired by roommate John Hurt, who appreciates being treated as one of the crowd because of McShane's influence. At a cocktail party at the home of professor Paul Rogers, McShane sounds off, which intrigues Rogers' wife, Virginia Maskell, who has been having affairs now and again with students in her husband's classes. Rogers is aware of the affairs but chooses to ignore them. McShane becomes infatuated with Maskell and asks her to run off with him, but she refuses. There is a scene when Rogers returns after being away for several days. McShane also plans on doing something spectacular for annual Rag Day to publicize it. The suggestion is made to plant a banner atop the tall University tower. He needs a companion, and the only one willing to go is Hurt. He tries to dissuade him to no avail. They reach the top but getting down is difficult and Hurt falls to his death. Though cleared by the coroner, McShane is dismissed from the university which makes Rogers sad because he was a potential scholastic genius. The future is not at all certain for this confused young man.

X-RAY: Off-campus life in a British university town is placed on exhibition here with its problems, loves, carousing, and complications, and the result is suitable for adult viewing, what with some of the language and situations, in either the art and speciality spots or in some of the regulation playoffs. Performances are quite good with McShane fine as a rebel who can't find himself. He gets some worthy support from the others around him. The direction and production are competent, with the screenplay by Nicholas Phipps and Mordecai Richler.

AD LINES: "College Students Footloose And Fancy Free"; "He Wanted The Answer To One Question—How Do You Learn To Stop Hurting People?"

WARNERS

Dead Ringer

DRAMA
115M.

Warners

ESTIMATE: Interesting drama.

CAST: Bette Davis, Karl Malden, Peter Lawford, Philip Carey, Jean Hagen, George Macready, Estelle Winwood, George Chandler, Mario Alcade, Cyril Delevanti, Monika Henreid, Bert Remsen. Directed by Paul Henreid; produced by William H. Wright.

STORY: After a separation of 18 years, Bette Davis meets her twin sister, also Bette Davis, at the funeral for the latter's dead husband, who died of a heart attack. It seems that the widow took the dead man away from her sister through a false claim of being pregnant. The unmarried sister owns and operates a small cocktail lounge. When the latter learns that the pregnancy claim was just a trick, she decides to kill the widow and take her place as a wealthy and respected matron. She disregards an indirect proposal of marriage made her by police sergeant Karl Malden. She lures her sister to her apartment, writes a suicide note claiming business troubles as the cause for the decision to take her life, and then kills her. She changes clothing with her and eases into the other's life. The staff is a little puzzled by certain changes, but she is more or less convincing. She can't convince Peter Lawford, an unprincipled lover of her sister, and he threatens to take away her entire fortune. She gives him a few jewels to keep him quiet which he tries to pawn. This alerts police, who search his room and find arsenic. A quarrel between Lawford and Davis results in Davis' dog killing Lawford. By now the police are interested in the death of the husband, and his body shows traces of arsenic. Davis is arrested on suspicion of murder. She at first tells Malden who she really is, but he scoffs at her. She keeps her identity secret to the end and goes to the gas chamber.

X-RAY: There are many moments of high interest in this entry dealing with double identity, and it permits Bette Davis to be on screen almost continuously. She is convincing as usual. The others in the cast are efficient, as are the direction and production, and the end result is a drama that should do okay as part of the show. The screenplay by Albert Beich and Oscar Millard is based on a story by Rian James, and it does run a bit long. Since this is Davis' first since "What Ever Happened To Baby Jane?" it would seem logical to advise all Bette Davis fans of this fact in forcible fashion.

TIP ON BIDDING: Higher program rates.

AD LINES: "The Murder Mystery With An Ironic Twist That Will Prove A Real Surprise"; "Murder Will Out And In The Oddest Of Ways."

The Incredible Mr. Limpet

COMEDY
99 M.

Warners
(Technicolor)

ESTIMATE: Good fun film.

CAST: Don Knotts, Carole Cook, Jack Weston, Andrew Duggan, Larry Keating, Charles Meredith, Oscar Beregi, Elizabeth MacRae, Paul Frees. Produced by John C. Rose; directed by Arthur Lubin.

STORY: Admiral Andrew Duggan and Lt. Jack Weston have been ordered to reopen top secret files in pursuit of a man needed by Naval scientists for communications experiments with fish. The files show that back in 1941, Don Knotts was working as a bookkeeper, having been rejected by the armed forces for poor eyesight. His one big love in life are his fish, which brings on much nagging by wife Carole Cook. This is climaxed when her former beau, sailor Jack Weston, comes visiting. They go to Coney Island where Knotts becomes so absorbed with fish and his wish to become one that he falls in. He miraculously becomes a fish with eye glasses. After becoming accustomed to the change, he finds that he can make a unique noise which saves him from some of the bigger monsters of the deep. He makes friends with a small crab and is attracted to a female fish, who reciprocates his feelings and wants to go to the spawning grounds with him. He still thinks of himself as married and asks her to wait. She disappears and his searching brings him to a German sub. He tips off Duggan on a destroyer, advising where the depth bombs are to go, and this results in the killing of the sub. He becomes the Navy's secret weapon with Weston appointed as liaison. The Germans try to destroy the secret weapon to no avail, and despite complications, Knotts continues to lead the U. S. to victory in the Atlantic. Knotts sees Cook once again when she brings him a new pair of glasses. Knotts goes off with his lady fish. Twenty years later, they find him, promote and decorate him, and enlist his aid in the newest experiment.

X-RAY: There's lots of fun to be found in this tale of people and fishes and the part each played in World War II. Some cute situations, dialogue, and musical numbers are in evidence throughout. The special effects and animation techniques add to the effectiveness of the entry, which should please young and old alike. Interest is held on high throughout, and the cast, direction, and production values all deserve praise for a job well done, as the cooperative Navy Department might say. The screenplay is by Jameson Brewer and John C. Rose, based on the novel by Theodore Pratt. Songs heard include "I Wish I Were A Fish," "Deep Rapture," "Be Careful How You Wish," and "The Mr. Limpet March." It should make up as a welcome part of any show.

TIP ON BIDDING: Higher program rates.

AD LINES: "The Funniest Finniest Film Ever"; "A Comedy About America's Really Top Secret Weapon of World War II. Don't Tell The Enemy."

MISCELLANEOUS

Point Of Order

DOCUMENTARY
97M.

Point Films

ESTIMATE: Documentary based on Army-McCarthy hearings has limited appeal.

CREDITS: Produced by Emile De Antonio and Daniel Talbot; editor is Robert Duncan; editorial consultants are David T. Bazelon and Richard Rovere! associate producer is Eliot Pratt.

CONTENTS: Back in 1954 (April thru June), the U. S. Army accused Senator Joseph R. McCarthy and his chief counsel, Roy M.

(*Continued on page* 5132)

ALPHABETICAL GUIDE TO 148 Features Reviewed

This index covers features reviewed thus far during the 1963-64 season in addition to features of the 1962-63 season, reviewed after the issue of Aug. 21, 1963.—Ed.

A

Act One—110m.—WB 5119
All Of Me—73m.—Misc. 5122
All The Way Home—103m.—Para. 5095
America America—174m.—WB 5121
Any Number Can Win—111m.—MGM 5102
Aatom Age Vampire—87m.—For. 5123

B

Battle Of The Worlds—84m.—Misc. 5119
Best of Cinerama, The—142m.—Misc. 5122
Billy Liar—96m.—For. 5123
Beauty And The Beast—77m.UA 5095
Bell, Bare and Beautiful—64m.—Misc. 5106

C

Captain Newman, M.D.—126m.—U 5103
Cardinal, The—175m.—Col. 5101
Castillian, The—103m.—WB 5099
Ceremony, The—105m.—UA 5118
Charade—114m.U. 5095
Chushingura—105m.—For. 5106
Children Of The Damned—90m.—MGM 5126
Clown And The Kid, The—66m.—UA. 5091
Comedy Of Terrors, The—86m.—A-I 5117
Condemned Of Altona, The—114m.—Fox 5090
Conjugal Bed, The—87m.—Emb. 5094
Court Martial—82m.—UA 5098
Creation Of The Humanoids, The—75m.—Misc. ..5099
Cry Double Cross—65m.—For. 5123
Cry Of Battle—99m.—UA 5097

D

Dark Purpose—97m.—U 5130
Daughter Of The Sun God—75m.—Misc. 5103
Dead Ringer—115m.—WB 5131
Dream Maker, The—87m.—U 5131
Dr. Strangelove: Or How I Learned To Stop Worrying And Love The Bomb—93m. Col. ...5129

E

Easy Life, The—105m.—Emb. 5121
Erik The Conqueror—81m.—A-I 5113

F

Family Diary—114m.—MGM 5113
Fantasia—117m.—BV—RE. 5097
Farewell To Arms, A—Re.—123m.—Fox 5090
4 For Texas—124m.—WB 5122
French Game, The—86m.—For. 5103
Fun In Acapulco—100m.—Par. 5109
Fury At Smugglers Bay—92m.—Emb. 5117

G

Giant Of Metropolis, The—92m.—For. 5123
Global Affair, A—84m.—MGM 5129
Gone Are the Days—97m.—Misc. 5106
Gun Hawk, The—92m.—AA 5097
Gunfight At Comanche Creek—90m.—AA 5113

H

Haunted Palace, The—85m.—A.I 5089
Heavenly Bodies—60m.—Misc. 5092
Hootenanny Hoot—91m.—MGM 5089
Hot Money Girl—81m.—For. 5103
Householder, The—100m.—For. 5103

I

Incredible Mr. Limpet, The—99m.—WB 5131
Incredible Journey—80m.—BV 5101
In The French Style—105m.—Col. 5093
Invincible Gladiator, The—96m.—For. 5123
Invitation To Murder—65m.—For. 5127
It's A Mad, Mad, Mad, Mad World—194m. —UA—Cinerama 5109

J

Johnny Cool—101m.—UA 5091
Julie, The Redhead—100m.—For. 5106

K

Kings Of The Sun—108m.—UA 5118
Knife In The Water—95m.—For. 5127

L

Ladies Who Do—85m.—For. 5123
Ladybug, Ladybug—84m.—UA 5119
La Poupee—90m.—For 5096
Lord Of The Files—90m.—For 5092
Love On A Pillow—102m.—Col. 5125
Love With The Proper Stranger—100m.—Par. ...5118

M

Madmen Of Mandoras—74m.—Misc. 5126
Mail Order Bride—85m.—MGM 5126
Man From Galveston, The—57m.—WB 5126
Man In The Middle—94m.—Fox 5121
Man's Favorite Sport?—120m.—U 5126
Maniac—86m.—Col. 5101
Mary, Mary—126m.—WB 5091
Mc Lintock—127m.—UA 5112
Misadventures Of Merlin Jones, The—88m.—BV 5125
Moderato Contabile—95m.—For 5127
My Life To Live—85m.—For 5100
Mill Of The Stone Women—94.—For. 5104
Monstrosity—67m.—Misc. 5099
Move Over Darling—103m.—Fox 5115
Muriel—115m.—For. 5106
My Son, The Hero—111m.—UA 5095
My Son The Vampire—72m.—For. 5120

N

Naked Autumn—98m.—For. 5115
New Kind Of Love, A—110m. Par. 5090

O

Of Love And Desire—97m.—Fox 5090
Old Dark House, The—86m.—Col. 5102
One Man's Way—105m.—UA 5130
1000 Shapes Of A Female—79m.—Misc. 5122

P

Pair of Briefs, A—90m.—For. 5106
Palm Springs Weekend—100m.—WB 5105
Paris Pick-up—90m.—Par. 5114
Pink Panther, The—113m.—UA 5130
Pirate And The Slave Girl—86m.—For. 5115
Playgirls International—70m.—Misc. 5115
Please, Not Now!—76m.—For. 5115
Point Of Order—97m.—Misc. 5131
Prize, The—135m.—MGM 5114
Promises! Promises!—75m.—Misc. 5096
Pyro—99m.—A-I 5113

R

Raiders,The—75m.—U. 5119
Reach For Glory—89m.—Col. 5093
Resurrection—148m.—For. 5107
Running Man, The—103m.—Col. 5094

S

Seven Days In May—120m.—Par. 5129
Siege Of The Saxons—85m.—Col. 5089
Skydivers, The—75m.—Misc. 5127
Small World Of Sammy Lee, The—105m.—For ...5092
Soldier In The Rain—88m.—AA 5109
Son Of Captain Blood—88m.—Par. 5114
Sound Of Laughter, The—75m.—Misc. 5122
Sound of Trumpets, The—90m.—For. 5107
Square Of Violence—96m.—MGM 5098
Steppe, The—100m.—For. 5107
Stolen Hours—100m.—UA 5098
Suitor, The—83m.—For. 5107
Summer Holiday—100m.—A-I 5105
Sunday In New York—105m.—MGM 5117
Sunswept—65m.—For. 5120
Strait-Jacket—89m.—Col. 5121
Swingin' Maiden, The—81m.—Col. 5125
Sword In The Stone, The—75m.—BV 5097

T

Take Her, She's Mine—98m.—Fox 5102
Terrified—70m.—Misc. 5119
Terror, The—81m.—A-I 5093
Three Lives Of Thomasina, The—97m.—BV 5117
Third Of A Man—80m.UA 5091
3 Stooges Go Around The World In A Daze, The—94m.—Col. 5089
Therese—107m.—For. 5127
Thunder Island—65m.—Fox 5098
Tiara Tahiti—100m.—For. 5116
To Bed—Or Not To Bed—103m.—For. 5127
Tom Jones—113m.—UA 5100
20,000 Leagues Under The Sea—127m.—BV—RE .5098
Twice Told Tales—119m.—UA 5099
Twilight Of Honor—104m.—MGM 5094
Two Nights With Cleopatra—80m.—For. 5107

U

Under The Yum Yum Tree—110m.—Col. 5098

V

Victors, The—175m.—Col. 5105

W

War Is Hell—81m.—AA 5125
War Of The Buttons, The—92m.—For. 5124
Walleyed Nippon—90m.—For. 5104
Wheeler Dealers, The—106m.—MGM 5094
Who's Been Sleeping In My Bed?—103m.—Par. .5114
Who's Minding The Store?—90m.—Par. 5114

X

X—The Man With The X-Ray Eyes—80m.—A-1 ..5093

Y

Yank In Viet-Nam, A—80m.—AA 5129
Young And Willing—110m.—U 5131

POINT OF ORDER

(*Continued from page* 5131)

Cohn, of trying to get a commission for Private G. David Schine, a former investigator of the McCarthy committee. The Army also claimed that it was threatened with all kinds of dire events if it refused. A Senatorial committee investigated the charges, and the cameras covered the testimony of many prominent people in Washington. It was here, too, that Joseph Welch, special counsel for the Army, became a national figure.

X-RAY: This reviewer frankly doesn't see the reason as to why this footage was assembled for theatrical release unless it's merely to show on screen a part of the history of the period; or possibly to show how farcical certain functions of government sections can seem to outsiders. Much of what emerged at the hearings was forgotten by many, and its reactivation cannot serve any useful purpose. At any rate, it's a curiosity piece that stumbles from the dull to the amusing to the hateful, with a photographic quality that leaves much to be desired. Perhaps there is an audience awaiting it, but its size, at least at this time, doesn't seem to be considerable.

AD LINES: "The Famous Senatorial Hearings That Stood The Country On Its Head"; "Charge And Counter-Charge Make Up 'Point of Order'."

EXPLOITATION

ACTUAL PROMOTIONS from the fertile minds of exhibition and distribution that can be applied with profit to the theatre situations.

This special section is published every-second-week as a separately bound, saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each saveable section represents current submissions by theatremen and promotion plans from distributors that have originality and ticket selling force. Exhibitors are invited to submit campaigns on specific pictures or institutional ideas. Add EXPLOITATION to your permanent theatre library. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna.—19107.

FEBRUARY 5, 1964 SECTION THREE Vol. 71, No. 4

Joan Crawford Stars In All-Media Campaign

BOSTON—In one of the biggest film exploitation campaign promotions seen here, Joan Crawford visited Boston, holding press, radio, television, and exhibitor conferences all day at the Ritz Carlton in behalf of her new film, Columbia's "Strait-Jacket," in its first week at the Astor.

During her stay, she appeared on television shows, radio stations, and was interviewed by feature writers and special writers. Accompanying her were Life photographers and writers who are doing "A Day in the Life of Joan Crawford," catching the highlights of her press tour.

TOA will give her a citation for her boxoffice success. At the New York convention of TOA, she was cited as the star who has done the most to bring back business to the motion picture theatres. She reported that business on "Strait-Jacket" has been phenomenal and that her last picture, "Whatever Happened to Baby Jane?" earned the whole production cost back in 11 days in New York.

Local arrangements for press, radio, and tv interviews were handled by John Markle, Columbia exploitation man here, who set up the interviews with the press at 10:30 a.m., and radio, tv, feature writers, special writers all through the afternoon.

Miss Crawford disclosed that a whole new audience of teenagers are now her fans. Crowds in autograph parties across the country were heavy with the 9 to 11 age group, who skipped school to attend, she related.

"They know me from the 'late show,'" she said, "from my pictures, such as 'Mildred Pierce,' 'Sudden Fear,' 'Possessd.' Regarding television, she said: "I never had feared television—it's the new baby in the family and should be treated as such." Of motion picture production today, she said: "We can't identify with people on the screen anymore. I think that we have lost audience identity in pictures. I want to see love stories. I want to go to see whom I like. I want to pick my 'stars.'"

She said her next picture it titled "Whatever Happened to Cousin Charlotte—Was She Really Crazy?" and that she had just read the script coming in on the train to Boston.

Regarding foreign films, she said: "We taught them how to make foreign films and now they make better pictures than we do."

She decried multi-activities in the motion picture producing field. "I don't think any of us can produce, direct, and act," she said. "You can't be on the set all day and in the office counting the money, too."

Traveling with an entourage, Miss Crawford had two suites at the Ritz Carlton, where the press, radio, and television interviews were held. She presented writers with autographed copies of her book, "A Portrait of Joan," her autobiography with Jane Kesner Ardmore.

Miss Crawford said that "Strait-Jacket" was the first William Castle film without a gimmick, and that she had told the producer he didn't need gimmicks. She said that she had spent six weeks at a mental hospital doing research for the role, and that she did her own clothes for the picture.

MGM Has Big Contest To Locate Genuine 1900 "Mail Order Bride"

In this scene from MGM's "Mail Order Bride," Keir Dullea tells Buddy Ebsen in no uncertain terms that a Montgomery Ward mail order bride is not for him.

Metro-Goldwyn-Mayer has launched a nation-wide campaign designed to locate a genuine Mail Order Bride. Mail Order Brides, common in the sparsely populated sections of the nation following the Civil War, were often referred to as Heart and Hand girls and helped found some of America's most respected families. Metro-Goldwyn-Mayer's interest in locating an original Mail Order Bride, or obtaining information leading to the discovery of one, is a result of the soon-to-be released MGM film, "Mail Order Bride."

Following the Civil War, when women of marriageable age were less than plentiful in the West and mid-West, the farmers, ranchers and herders of the period turned to the East and the popular Mail Order Bride catalogues for their wives.

The most widely circulated magazine of this type was one published in Chicago by a matrimonial agency and known as the Heart and Hand Book. Similar publications were also referred to by the same name and the young ladies who found their husbands through these magazines were known throughout the country as Heart and Hand girls.

Even Montgomery Ward, as a special accommodation to its customers in the West, devoted a section of its catalogue variously referred to as the "Monkey" Ward catalogue and as the "Wish Book" to descriptions of young ladies who were available for marriage and willing to travel. The usual price for a Montgomery Ward Bride or Heart and Hand girl was the train fare West.

Anyone having documented evidence that her marriage was arranged through the once active Montgomery Ward Mail Order Bride Department or through one of the Heart and Hand Magazines, is invited to write to Metro-Goldwyn-Mayer, Mail Order Bride, 1540 Broadway, New York 36, New York.

The person selected by Metro-Goldwyn-Mayer, whose Mail Order Bride status can be documented, and who in the opinion of MGM has the most interesting background, will be brought to New York for a free, all-expense-paid vacation, to meet the star of "Mail Order Bride," Lois Nettleton.

Upon her arrival at New York's Kennedy Airport, MGM's Mail Order Brire will be given a press conference in her honor. The highlight of her stay will be appearances on network radio and television programs.

In addition, persons having information that might lead to the discovery of a genuine Mail

(Continued on page EX-566)

New Disneyrama Records

A new concept in the packaging of L. P. records has proven an immediate success for Walt Disney. The all-cartoon feature, "The Sword In The Stone," is the first of the Disneyland Storyteller LPs to incorporate this new feature known as, "Disneyrama."

The record album is combined with a pop-up panorama storybook, a fascinating toy as well as a record. Scenes from the movie are combined with the outline of the story in a series of pop-up pictures. The entire series also opens out to form an enchanting four foot panorama.

The combination toy and record album has resulted in the best sales reaction to any album ever released by Vista Records prior to a motion picture release.

Detroit Trade Center New Example Of Far-Reaching Downtown Progress

By ARTHUR HERZOG

DETROIT—The building of the Detroit Trade Center has been announced. First units, to cost $8 million, are slated for completion by 1965. It will be similar in concept to Chicago's Merchandise Mart. It will be located in downtown Detroit.

"What," the casual reader may ask, "is this real estate intelligence doing in the motion picture trade press?"

For two years, the Detroit columns have been belaboring this sort of news. Of all the articles which have appeared, only three had direct reference to motion pictures; these concerned the remodeling of three of the five regular downtown first run theatres.

The importance of this type of news simply cannot be ignored. It is important, for example, to holders of ABC-Paramount stock. Through its affiliate, United Detroit Theatres, the company has millions and millions tied up in downtown and suburban properties here. It is important to distributors—this sort of news has, and will affect distribution patterns. Above all, it will affect actual take at the box office.

Ten years ago, downtown resembled a bombed-out city after World War II. 20 per cent of downtown real estate had been razed to save taxes. That included the former site of the giant Downtown Theatre. The Automobile Association cancelled plans for a downtown skyscraper, fearing shrinkage in property value. Residents were fleeing to the suburbs.

Downtown first run houses were battling to import audiences, and to cling to the pattern of exclusive first run films.

Less than a month ago, UDT launched an aggressive campaign designed to double downtown business. At the time, its president, Woodrow R. Praught, said if this was not done, houses involved would become sick, and the disease would spread to the rest of the industry here. He said pointedly this was no effort to take business from others, but to create new business; that in effect, since UDT had more suburban than downtown properties, the effort was designed to preserve the total image and value.

The move must have been successful. His competitors have joined in the same type of campaign.

Now, exhibitors have a basis for logical optimism.

Our reports have included the building of new residences, new skyscrapers have come into being, motels, hotels, and buildings, and other developments.

The point of the whole thing is that people are moving back near the "stores" to live, work, and play. The downtown houses are once again becoming accessible to a growing segment of population.

In this one small area, in the category of developments alone, it is our pleasure to note that this is the 17th we have reported in the two-year period.

"MAIL ORDER BRIDE"

(*Continued from page* EX-565)

Order Bride are also invited to write to MGM. If MGM's Mail Order Bride is discovered through this source, the person sending the information will receive a $100.00 U.S. Savings Bond.

UDT Pulls Out Stops In Downtown Drive

DETROIT—United Detroit Theatres recently went into action in a campaign to double downtown Detroit first-run business, and also to help outlying houses. Various devices were used successfully, notably the 50 cents-to-5:00 p.m. policy for women. That it works can be guessed at by the fact that other houses followed suit.

Another move in this business drive was solemly launched, receiving good art and editorial coverage.

A presentation was made by C. E. ("Obie") O'Bryan of UDT of 100,000 Senior Citizen Courtesy Cards. Accepting was Patrick Ryan as vice-president of the Detroit Metropolitan Council of Senior Citizens. Observing was a Mrs. Marie Goodwin in the role of president of the Friendly Widows' Club.

The cards entitle bearers over 65 to admission up to 5:00 p.m. for 50 cents. Inasmuch as few if any UDT houses, aside from downtown first runs, have matinees save week-ends, this may be construed as a downtown promotion.

Bantam Books' Contest

A giant national consumer contest for Paramount's "Seven Days in May," directed at the millions of readers of the best-selling novel, has been set with Bantam Books.

,Two 1964 Saab automobiles, two Honda motor bikes and a Lambert home riding tractor are the top prizes in the contest, in which readers of the Bantam paperback edition of "Seven Days in May" are asked to write in why they want to see the movie version.

Theatres and the thousands of Bantam Book dealers throughout the country are tying in with the contest. Posters, Lobby displays and other accessories are available for local tie-ins.

EXPLOITATION—an encyclopedia of useable exploitation stunts—is published every other week as a section of Motion Picture Exhibitor.

"IT'S A MAD, MAD, MAD MAD WORLD"

This mad, mad, mad, mad gimmick was recently devised by Bob Goodfriend, Durwood Circuit, and Bernie Evans, UA publicity, for the opening of Stanley Kramer's "It's A Mad, Mad, Mad, Mad World" at the Empire, Kansas City.

Crown Reports Increase In Exhib Accounts, Income

LOS ANGELES—Newton P. Jacobs, president of Crown International Pictures, reports the second full year of company operation saw appreciable percentage increases in number of accounts, revenue, and promotion expenditures.

Crown's year-end wrap-up revealed 17 per cent increase in number of accounts, 24 per cent in revenue, and 43 per cent in point-of-sale promotion, Jacobs said.

With anticipated doubling of releases to 12 in 1964, Jacobs envisions comparable increase in total of exhibitor contracts, with revenue and promotional outlay climbing accordingly.

"You can't plow profits back into production unless there are profits to plow back," Jacobs said. "Crown will make every effort to produce profit for producers so they can plow it back into making more pictures for Crown."

Veteran distributor, who also owns theatres, stated Crown International would take "hard-nosed, exhibitor approach."

"We can succeed mightily if we put ourselves in the exhibitor's shoes," he said. "We must know and show our understanding of grass roots showmanship. We must think like the exhibitor who wants to make his theatre a big success. We can't sit here and ignore the man we depend on. Pictures have to pay. They won't if they ignore what the theatre man needs for his market."

Crown has set "Carnival of Crime," starring Jean Pierre Aumont, and "Escape from Hell Island," starring Mark Stevens, for March releases. Negotiations are now in progress for at least four additional features to round out first half of 1964.

Excalibur In The Supermarkets

Walt Disney's all-cartoon feature, "The Sword In The Stone," is the inspiration for the newest supermarket game now under way in some 3,000 food supermarkets coast to coast.

The contest kicked off with full page ads in top national weekly magazines and with some 8,000,000 mailings. The mailing pieces include tearout coupons redeemable for "Sword In The Stone" rings at the supermarkets, "Sword In The Stone" game cards and "Royal Member Of The Round Table" certificates printed on parchment and requiring a pledge to, "protect your castle from all dragons, witches and ogres."

In addition to the ad costs for local newspaper, radio and TV, an estimated 30 divisions of 13 chain stores are expected to spend over $3 million on the game itself and the prizes. Prizes consist of store products, $100 cash awards and chances on free trips to Disneyland.

"The Sword In The Stone" supermarket game was developed by Henry Reichman.

M-B Dealers Cooperate

Special four-color 24-sheets showing Jane Fonda driving a Mercedes-Benz convertible will be displayed by all U. S. M-B dealers to tie-in with early 1964 openings of the MGM-Seven Arts Production "Sunday in New York."

Posters will call attention to fact that the convertible is spotlighted in the film.

Lisbon was the scene of this recent 'Arab invasion' designed to help promote the Portuguese premiere of Columbia's "Lawrence Of Arabia" heralded in the backgrounds by 24-sheet posters.

TWA Tie-in For "Sunday"

Metro-Goldwyn-Mayer's new comedy," "Sunday In New York," starring Cliff Robertson, Jane Fonda and Rod Taylor, will soon be flying high with a six-part exploitation and advertising tie-up arranged between MGM and TWA. A Seven Arts Producton, "Sunday In New York" has been scheduled for February national release and has also been selected as the second MGM Showcase Picture for the New York metropolitan area.

The first segment of the extensive tie-up campaign went into effect on January 1st when TWA television commercials throughout the country began utilizing actual footage from "Sunday In New York" to promote TWA-Inflight Motion Picture Service. This segment of the nationwide campaign is expected to span approximately four months.

"Sunday In New York" has been scheduled for showings aboard TWA Domestic flights on January 29 and International flights January 8.

In addition, TWA is preparing a special "Come To The Fair" film, designed to stimulate interest in the 1964 New York World's Fair. The film, which will include footage from "Sunday In New York," will be made available to civic, travel and other interested groups. Advertisements promoting Inflight Motion Picture Service and crediting "Sunday In New York" are being prepared by TWA and are scheduled to appear in national magazines. In addition, beginning in January, the advertisements will also be utilized in newspapers throughout the country.

A special insert for TWA ticket envelopes has been developed promoting "Sunday In New York." The insert will be distributed to all TWA ticket offices.

Reproductions of the TWA-Inflight advertisements will be available in mounted form and will be serviced to hotels and travel agencies, in addition to all TWA offices.

Jerry Lewis Campaign

In a huge national tie-up campaign specially keyed to the department store setting of Jerry Lewis' "Who's Minding the Store?", Paramount Pictures has set promotions with seven top manufacturers.

The million dollar campaign with Channel Master Radio & TV, Sealy Mattresses, Wembley Ties, Esquire Shoe Polish, Universal Electrical Products, American Gas Ranges and Little Star Frocks includes magazine and newspaper advertising, radio and TV commercials, distributor and dealer promotions and special accessories, all with full credits to "Who's Minding the Store?".

British Activities

by Jock MacGregor

Ever since Albert E. Hallam was promoted to manging the ABC, Old Kent Road, South London, he has been concentrating on his public and press relations in his area and has been submitting weekly progress reports. From these it has been gleaned that as soon as he learned that a new news editor had been appointed to the South London Advertiser he journeyed specially to the office to make his acquaintance and over a little liquid refreshment promoted a publicity stunt exclusively for the paper. His head cleaner, Mrs. Alice Keeble, 68, was celebrating her 25th year with ABC, and with the aid of his relief manager, Ronald Hodder, he staged a sort of This is Your Life tribute to her. On the proper day he had her collected wearing her Sunday best in a car, having told her he wanted her to serve the refreshments—a task she always performs when the theatre has a personal—as there was to be a special guest. At the theatre she found the staff lineup, former assistant managers, now managers elsewhere, and old employees, reporters and photographers. Other former assistant managers sent congratulatory telegrams and flowers. Several taped messages were played, a tribute poster unveiled in the foyer and an inscribed silver cake dish, subscribed for by the staff, was presented to her. Afterwards Hallam took her to dinner at a top restaurant. The Advertiser contributed a front page editorial and pictorial splash. In association with C.A. Hodgson of the ABC, Camberwell, Hallam arranged for a nightly collection for Christmas extras for the old and needy in the borough. Both managers were invited to the town hall for the mayor and councillors to thank them officially for their efforts and during informal conversation Hallam stressed the big contributions to charity that the cinema makes annually. A useful press plug for the theatre resulted. Every program also gets the full Hallam treatment. Having read about the activities of the local Scooter Club he made contact in belief that good relations with the youth of the district could on some occasion prove useful to the theatre and it did when he played "Carry On Cabby." A rally and treasure hunt starting at the theatre was organized and all machines and accompanying vehicles carried full theatre and movie credits. A pictorial display of the club's activities was placed in the circle foyer. A month's free membership of the club was offered to patrons. Hallam's thriving Saturday morning ABC Minors Club is not neglected. A best dressed cowboy and cowgirl contest was staged in conjunction with Nestles. This was plugged for several weeks on the stage and by a foyer display. He also arranged for the 10 winners of a contest promoted for his regular booking of "Son of Spartacus" and "Flipper" to go to MGM's special Saturday morning screening of the program at the Empire, in the West End. The winners had been introduced to the audience from the stage on the previous Saturday.

Fred Tyler of the Empire, Coventry, reports that such a wealth of material was available for the VIPS that a good campaign was tailor made and that this was augmented by a mommoth local campaign sponsored by Edwards Canned Meats. This company took no less than a quarter of the composite page directed to the Very Important People of Coventry in the Coventry Express. The company also mounted a big display of their goods in the foyer and patrons were invited to estimate the number of tins involved. The winner received a hamper of Edwards' foods. The display was used as the centre piece of newspaper advertising. Foyer and outside displays were also promoted for the nationally sponsored Booths Gin, Colibri and VIP petrol contests. The total free publicity amounted to 283 single column inches and was valued at $900.

With the completion of internal redecorations coinciding with the run of "Doctor in Distress," C. D. Spruce decided to show off the Odeon, Crewe, and invited the mayor, civic heads and leading townsmen to the first performance which was preceded by a cocktail party. . . . James A. Dixon arranged tieups with three riding schools and two riding habit window displays to plug "Murder at the Gallop" at the ABC, Chesterfield.

For "Lancelot and Guinevere" at the Odeon, Hemel Hempstead, I. B. W. Harvey promoted an eye catching float representing a medieval castle complete with battlements, portcullis, Lancelot, Guinevere, squires, ladies in waiting and banners plugging the movie for the students Freedom from Hunger carnival parade. A normally reluctant local press gave the effort an excellent editorial and pictorial coverage . . . John A. Dixon, of the ABC, Chesterfield, tied up with the Ford Motors and Vespa Scooter sales dealers when he played "Carry on Cabby" . . . The distributors "Doctor in Distress" contest plate was used for no less than five different competitions with separate prizes by Harry Murray, of the Sheffield Gaumont. One prize was for a five pound bet with Sheffield's premiere bookie! Others included a 20 lb. cake, a free hair styling perm, and three months hair cutting for a gent . . . Finding that a reader had written complaining to the local paper that children had not been allowed into the cinemas at half price on a public holiday. Douglas Adams provided a footnote which was also published to the effect that such concessions exist to 4:30 p.m. at the ABC, Kirkcaldy, Scotland, and reminded readers that old age pensioners could attend Monday thru Friday matinees for 10¢ . . . H. C. Birse, of the New Victoria, Edinburgh, had to admit that he had never heard of "The List of Adrian Messenger" when notified that he was to have a spot prerelease. He felt this called for a press preview and the writers turned up in droves, and reported that they had loved what they had seen! He went to town with his tieups while the distributors placed more than 100 extra posters and additional advertising. By the Monday night he was asking for a second week and by the Wednesday this had been approved . . . Albert E. Hallam, of the ABC, Old Kent Road, London, used among other gimmicks 1,000 "Go to Yell" throwaways to plug "Heavens Above."

THE EXHIBITORS EXPLOITATION EFFORTS

CARL JABLONSKI, manager, S W, Oxford, Little Falls, N. J., a week-ends only operation, when he ascertained that Columbia's "13 Frightened Girls" featured Kathy Dunn, a local girl who resides in Hasbrouck Heights, a few towns away from Little Falls, arranged by telephone to have her make a personal appearance at the theatre on a Sunday afternoon. With only a week remaining before playdate, the date and time of appearance were immediately plugged on the theatre answering service. One sheets, 40x60's and heralds were prepared in one day and the heralds were distributed in busy sections of Little Falls as well as surrounding towns. They were distributed by aides to all schools in the area. All of the theatre display ads included extra lineage of Miss Dunn's personal appearance. Free reader copy was obtained in all six of the local papers, two of which have a circulation of over 100,000 copies and cover the cities of Paterson and Passaic. An editor of one of the papers accepted an invitation to introduce Kathy to the audience and this event was covered by the local paper fully. A large three column picture and full story appeared in the following week's edition. The photo showed Miss Dunn receiving a bouquet of flowers, which was promoted free of charge from a local florist. The date of the young lady's appearance was three days after a 12-inch snowstorm, and there was still a lot of snow on the ground. Despite this, a large turnout greeted her that afternoon, and receipts were above average for a Sunday matinee.

R. R. GRAVELLE, manager, O'Brien, Renfrew, Ontario, Canada, upon the occasion of his wife presenting him with a new baby boy, celebrated by holding free shows, one in the afternoon for children, and one in the evening for adults. The main idea behind it, of course, was that he had three big pictures following and he figured that with two good crowds to view the trailers, he would have most of them back. He also had in mind that he would do extra business at the candy bar. The stunt was a huge success. All 661 seats were filled with over 750 persons attending each show. As luck would have it, a reporter from the Ottawa Journal, which has a circulation of over 75,000 daily, was going through Renfrew and when he saw the crowd and read the marquee he stopped in and got the story. The result was a good write-up and a three column photo of the crowd in line at the boxoffice under the marquee. Ottawa is the capital of Canada and this was terrific publicity for the O'Brien to receive. Renfrew is a medium sized town of 8,500 people. The feature attraction, "The Mating Game," was most appropriate for the occasion. At the evening performance, Mrs. Gravelle, the mother, personally pinned complimentary corsages of roses on the first 155 women to enter the theatre. The father says that if all goes well, he will pull the same stunt next year.

MANAGER'S WIFE HAS
BABY BOY CELEBRATES WITH
FREE MOVIES 2PM 7.30PM
SUNDAY THE MATING GAME
COMING SOON | IRMA LA DOUCE

Renfrew, Ontario, Canada, youngsters are seen lined up for free movies at the O'Brien on the occasion of manager R. R. Gravelle being presented with a new baby boy by his wife.

C. V. MITCHELL, manager, Armstrong's State, Fostoria, Ohio, stood in his lobby one Saturday matinee and watched a few kids go in. He asked himself what was the matter? Why don't more children come to the theatre on Saturday afternoons? So before each Saturday's performance he went on stage and had a "good, old fashioned talk" with them. By doing this he found out many things. Such as—they went skating, watched cartoons on television, etc. Then he asked them how they would like a special Saturday matinee show of their own; and, perhaps, form a Matinee Space Club. This resulted in much enthusiasm and interest. Next, he asked himself just what his special show was going to be; and decided not to try anything different but to pattern it along lines of the old "Mickey Mouse Club" idea. He was having a special feature for the children, along with some cartoons and a comedy, plus the serial, "The Lost Planet." This gave him the idea for his "Space Club." In addition, he decided to add a "Fun Time On The Stage." This is nothing less than games and a contest with the winners receiving prizes promoted from a local store. A door prize drawing was included each week for a gift. The first week was free and if the boys and girls I.D. cards were stamped for 15 weeks the holder got in to see the last show free, too. The admission for the special Saturday Matinee Space Club shows is only 20 cents each. The full cooperation of the schools was obtained. This is very important as they not only passed out heralds; but made announcements, giving full details on the show. An usher was dressed in a space suit and on the opening day of the series, he passed out the free I.D. cards to the children. The local newspaper was a big help. They not only printed two stories about the new kids' show in advance; but on opening day had a man present to take pictures of The "Moon Man" giving the children their I.D. cards. When the children or adults would call to find out what was playing, the cashier would give the information on the special Saturday matinee Space Club as well; and this was another perfect way in getting the word around. This little stunt made a big improvement in the Saturday matinees. As a theatre man I know we must keep the children coming into the theatre because if they don't come today—who will be coming tomorrow?

HOW THE WEST WAS LOST
STARTS WED JAN 15th
URSULA ANDRESS
4 FOR TEXAS

Gene Edwards, manager, Broadway, Haverstraw, N. Y., recently put on a bang-up "western" campaign for his engagement of Warners' "4 For Texas," and had Russi O'Meara, attired in western garb, to meet patrons and prospective patrons.

GENEVA WOOD, manager, Trans-Texas' Fine Arts, Denton, Texas, recently held two successful Saturday kiddie shows prior to Christmas, sponsored by the Downtown Denton merchants, although the theatre does not have a regular scheduled kiddie show. In a first for the merchants, 41 participated in the sponsorship, and their participation helped begin a much needed Downtown Merchants' Association. Many of the merchants commented that they had their biggest pre-Christmas weeks this year in several years. A large 40x60 poster was specially made for the theatre lobby announcing the shows and the sponsoring merchants where the free tickets were available. There was also a special screen trailer paid for by the merchants, which ran three weeks in advance. All 41 merchants had bright yellow circular signs in their windows reading: "Free. Fine Arts Theatre Downtown Merchant's Holiday Shows (Date) (Times). Get Your Tickets Now." Two full-page ads purchased by the merchants ran in the local paper before each Saturday showing and proved very attractive and far-reaching. The shows on each Saturday were continuous from 10 A.M. to 6 P.M., giving the parents a well-deserved free period for Christmas shopping without the kiddies. And the theatre employees had a ball-especially at the candy counter. The shows were received with enthusiasm by the whole community. The purpose was to create good will among the merchants, patrons and the theatre. This was successfully attained and every-one concerned was very pleased with the results.

CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (Help and Situations Wanted advertising not accepted. See "A-Man" CORNER on this page.)

BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combinations. Can be used for KENO $3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

FORMS AND SYSTEMS

For the Best in THEATRE-TESTED and APPROVED FORMS and SYSTEMS . . . EXHIBITOR BOOK SHOP, 317 N. Broad St., Philadelphia, Pa. 19107.

SPEAKER CONES

DRIVE-IN THEATRE SPEAKER CONES BAD? Mail one to us for FREE service; no obligation. Guaranteed Weather-proof. WESTERN ELECTRONICS CO., 3311 Houston Avenue, Houston 9, Texas

THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY INC., 100 Taylor Street, Nashville 8, Tennessee.

USED EQUIPMENT

BEST BUY! Pair Strong Mighty 90 lamphouses and Ashcraft Selenium S-100 rectifiers, beautiful, only $1200.00; thousand other values. STAR CINEMA SUPPLY, 621 West 55th Street, New York 10019.

WINDOW CARDS

WEEKLY THEATRE and drive-in cards, 100-14 x 22-$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

WHEN YOUR MAILING ADDRESS CHANGES

You won't miss your weekly copy of MOTION PICTURE EXHIBITOR if you are changing your address, or if the Post Office insists on delivering only to a box number, *providing you let us konw the new mailing address three weeks in advance of the change.* You enable us to save the Post Office charges for each returned copy due to address changes, including changes from street to box. When you notify us, please use the address change card available at the Post Office, or send us your new, correct mailing address with the address portion of the wrapper or envelope bringing you your copy. And please include your Zip Code!

***Please notify:* CIRCULATION DEPARTMENT**

MOTION PICTURE EXHIBITOR 317 N. Broad St., Phila., Pa. 19107

The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you* are looking for a job . . . or IF you* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

***A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.**

MANAGER, 15 years experience with large N.Y. chain, experienced in all bookkeeping and promotion. Still employed, looking for advancement. Starting salary $165.00 plus. Nassau or Queens. **BOX A129, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

MANAGER or assistant, retired on S.S. pension in eastern Iowa. Plenty of experience in small town theatre of my own since 1920. **E. J. KRAMER, Box 372, Burlington, Iowa.** (129)

MANAGER WANTED for large first run suburban Philadelphia class house. State experience, salary desired. **BOX A25, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

SEASONED TOP CALIBER theatre executive, with creativity and merchandising "know-how," seeks Los Angeles area agency representation. Interested in special film or general attraction, boxoffice stimulations or allied services. **BOX B25, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

WANTED: 1st run drive-in theatre manager, Trenton, New Jersey area; top salary, immediate year-round employment; exploitation, advertising, maintenance. Reply **NORTHEASTERN THEATRE MANAGEMENT CORP., 251 N. 13th St., Phila., Pa. 19107, Phone 215 LO 3-5827.** (129)

WELL SEASONED MANAGER, available, all phases, promotion, publicity (not too spicy) seeks permanent position. **BOX B122, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

WORKING MANAGER available immediately. Experienced all phases, salary negotiable, southwest or west coast. **RICHARD KECK, 2023 S. Higgins, Missoula, Montana.** (122)

AVAILABLE—Thinking manager, highly experienced all phases theatre biz, age 40, presently employed publicity-press agent. Prefer mid-west, west, small town, big town, what have you? **BOX A122, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

Address all Correspondence to— ***The A—MAN Corner*** **Motion Picture Exhibitor**
317 N. Broad St., Phila., Pa. 19107

NOW AVAILABLE

1964-65

Fiscal Year

"Pocket-Size"

DATE BOOK

12 Month Set of Dated Booking Sheets for the full Fiscal Year Starting June 28, 1964

Price: $1.00 for sheets
$1.30 for binder

ALSO AVAILABLE:

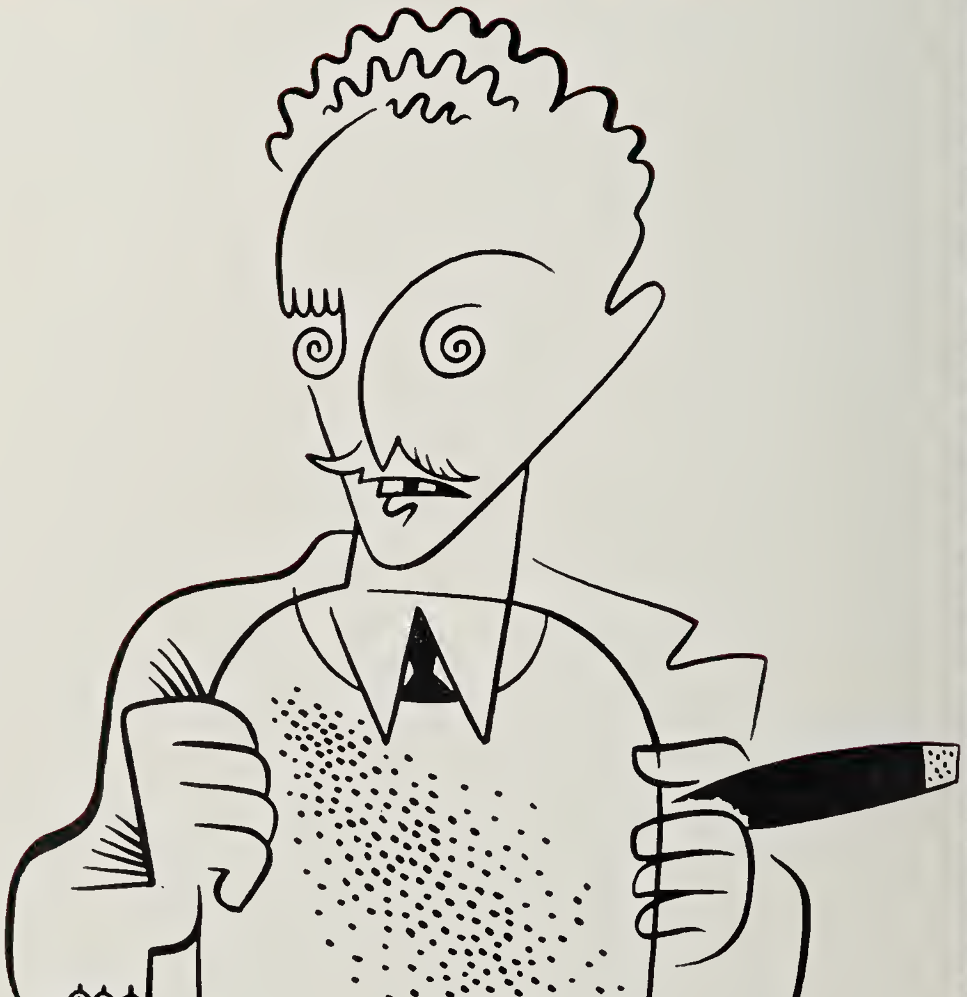
Large (9x12) Undated Forms, 3-hole punched
Price: $.50 for 52 Pages
$1.50 for binder

REMEMBER: These, and other Book Shop items are for sale only to subscribers to MOTION PICTURE EXHIBITOR

MOTION PICTURE PIONEERS

SILVER ANNIVERSARY DINNER
honoring
DARRYL F. ZANUCK
as Pioneer of the Year

NOW SCHEDULED FOR MONDAY FEBRUARY 17TH



Americana Hotel
52nd St. & 7th Ave., N. Y. C.

TICKETS STILL AVAILABLE: $20
Motion Picture Pioneers · 1600 Broadway · New York 19, N. Y.

MOTION PICTURE

EXHIBITOR

FEBRUARY 12, 1964 Volume 71 Number 5

IN TWO SECTIONS • THIS IS SECTION ONE

Pay-TV Opponents Tell Their Story

(See page 6)

Physical Theatre-Extra Profits Dept.

Ben Sack, colorful exhibitor with five de-luxe Boston theatres, does a top job of luring Hub citizens from suburbs to downtown theatres via top product and showmanship. See story on page 9.

FIVE DROPS DON'T MAKE A RAINSTORM . . . *see editorial—page 3*

What is "Man's Favorite Sport?"

JUST ASK ANY EXHIBITOR

who is playing this rollicking hit in its pre-release engagements throughout Florida where "Man's Favorite Sport?" is spreading box office sunshine everywhere!

Rock Hudson
Paula Prentiss
in a **HOWARD HAWKS** production

"Man's Favorite Sport?"

...Just ask any Girl!

TECHNICOLOR®

with MARIA PERSCHY · CHARLENE HOLT
Screenplay by JOHN FENTON MURRAY and STEVE McNEIL
Directed and Produced by HOWARD HAWKS A UNIVERSAL RELEASE

Music-HENRY MANCINI

UNIVERSAL
CITY STUDIOS

The Trade Paper Read by Choice–Not by Chance

MOTION PICTURE EXHIBITOR

Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 109 Market Place, Baltimore, Md. 21202. New York field office: 1600 Broadway, Suite 604, New York 10019, West Coast field office: William M. Schary, 818 S. Curson Ave., Los Angeles, Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.: Albert Erlick, editor; George Frees Nonamaker, feature editor; Mel Konecoff, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscriptions: $2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, $5 per year (50 issues). Special rates for two and three years on application. Single copy 25¢. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WAlnut 2-1860.

Member Audit Bureau of Circulations

Volume 71 • No. 5

FEBRUARY 12, 1964

FIVE DROPS DON'T MAKE A RAINSTORM

Recently, we compiled from records a list of Legion of Decency "C" for Condemned features since the 1936-37 film season. Needless to say, this made up quite an imposing string of objectionable film fare, (to the Legion, at least).

Then we broke that list down further, just leaving in the American-made features. We were extremely generous, including several that we are sure were foreign-made even though the Legion did not label them as such. This cut the list down to 53 titles in nearly 30 years, some of which don't even belong there because of foreign origin. Most of these films we have never heard of at all. Titles include "Confessions of a Vice Baron," "Mad Youth," "Fighting the White Slave Traffic," and other nonsense like that.

At this point, we culled from these 53 dismal titles those pictures which had been *American-made and released by major companies.* This, of course, is the source of the great majority of product for general audience American theatres. The "C" pictures on this list included "Jungle Stampede," Republic, 1949, condemned because it included some scenes of half-clothed natives in a documentary that wouldn't raise a single eyebrow today; "The Moon Is Blue," United Artists, which we doubt would be condemned if reviewed by the Legion today; "The French Line," RKO, and "Son of Sinbad," RKO, both tasteless and truly offensive; and "Baby Doll," Warners, which also would not bring many blushes if looked at again today.

Viewed in this light, blanket condemnation of the American film industry and of Hollywood production efforts based on five condemned films just doesn't make much sense. Some moralists refuse to accept the fact that public tastes are changeable and that what might offend today might well be considered valuable art tomorrow. Again we say, as we have so often in the past, that the public will receive the kind of entertainment it will support with its patronage.

The motion picture industry is not out to corrupt the youth or offend the adults. It is out to entertain and to please. Naturally, the film industry is a business. However, for the most part, it is a business operated by family men who have the respect of their communities and who are dedicated to serving their communities as best they can.

We say to those who would wipe out obscenity and immorality on the screen, on the printed page, wherever it might be. Go right ahead, but choose your targets with a bit more care, and don't be surprised if the rest of the world does not agree with your ideas of what constitutes immorality.

A very astute producer remarked to us, "It seems to me that someday we ought to get all of these people who scream about obscenity and immorality in a room and explain the facts of life to them as to just what the public wants and for what they are willing to pay."

This producer has never made an objectionable film in his life and never will. He is dedicated to good entertainment. He does, however, see the world as it is.

A TASK FOR A HOUDINI

Some of the gentlemen whose job it is to sell film must be of the opinion that theatremen are magicians. Certainly, it would take a Houdini to pull a profit out of the hat after agreeing to some of the sales terms being asked for current top product.

Exhibitors nationally are expressing shock today at the "salesmanship" for one of the top pictures presently being released. The story is even stranger than that because the company actually did not want to handle the feature in the first place. It is of foreign manufacture, with no known stars, and definitely of the "art" type. However, one of the younger executives in the New York ivory tower pleaded so hard, and the price was so right, that the firm finally decided to release it.

Well, the rest as they say, is history. The film captured the imagination of the general public, took off like a skyrocket, and probably made one young executive a real fair-haired boy around the home office.

That's the happy part of the story. Now for the not so happy aftermath of this success saga. Believe it or not, exhibitors are being asked to pay for this appealing film higher terms than they were asked to pay for "Cleopatra," whose production costs were high in the multi-millions, as everyone knows.

To be very blunt, these terms make it impossible for any but a handful of theatres to show this feature profitably. As we said, it would take a Houdini to turn a profit. In a business environment like this, it is increasingly difficult for theatremen to retain respect for themselves and for their theatre operation. We wager that if these sellers were buyers instead, operating their own theatres and faced with a similar situation, their cries would be long and loud.

This is not salesmanship. This is riding a gravy train on the rails of a serious shortage of quality features. It is unnecessary to name the company or the feature. Exhibitors who have been through the experience know already, and the others can just prepare themselves for a shock.

Once upon a time, a customer was treated with consideration and respect. We can remember the old saying, *"Never win an argument with a customer–but satisfy him."* It is fortunate for the industry that all companies do not subscribe to this type of "salesmanship."

NEWS CAPSULES

FILM FAMILY ALBUM

Diamond Rings

Barbara Lampe, secretary to **Frederick Koehner**, vice-president and treasurer of Cinerama, Inc., New York announced her engagement to Alan Rand.

Gold Bands

Patricia Hille, United Artists sales contract department, New York, was married to **William J. Dolan, Jr.**, employed by the American Telephone and Telegraph Company.

Obituaries

Miss **Ethel C. Black**, 61 purchasing agent for Universal Pictures in New York since 1942 and a veteran of more than 43 years with the company, died at New York Hospital after a lengthy illness.

William H. Boring, Jr., 52, editor of The Coca-Cola Bottler and The Refresher, employee magazine of The Coca-Cola Company, died at his Atlanta home after a heart attack. A former newspaperman, he was also a vice-president of Hickory Publishing Company, a subsidiary of The Coca-Cola Company. He is survived by his wife, two daughters, a son, his mother, and four sisters.

Mart Cole, 70, long a Texas exhibitor leader, died at the Ryon Hospital in his hometown of Rosenberg, Tex., after a lingering illness. He was president of Cole Theatres with Texas operations in Yoakum, Hallettsville, Richmond, Sygarland, and Rosenberg; and was past vice-president of Theatre Owners of Texas, and a regional director of Texas COMPO and the Variety Club. Survivors include his wife, one daughter. two sons, and a sister.

Charles F. Powers, 66 20th-Fox branch manager in Portland, Oregon, died of complications following a heart attack. He joined the company in 1924 during the **William Fox** regime and held a sales position in the San Francisco territory until 1929 when he was appointed to the post he held since. A native of Chicago, he is survived by his wife, a daughter, and two sons.

Abram Shapiro, 65, former vice-president and chief engineer for the old Ampro Corporation, producers of movie slide and projection equipment, died in Evanston Hospital, Evanston, Ill. He was a member of the Society of Motion Picture and Television Engineers. Survivors include his widow, a son, two daughters, and a sister.

JOIN THE FIGHT

Have you sent your fair share to the campaign against toll-television. Send your contribution to Committee Against Pay-TV, 1501 Broadway, New York. This is everybody's fight, and it can only be won if everybody joins it.

Don't wait until tomorrow. Do it now. It's your industry, so fight to protect it.

JAY EMANUEL

FORMS FOR THIS PAGE CLOSED AT 5 P. M., ON MON., FEB. 10

New Indoor Theatre For Wilmington Area

WILMINGTON, DEL.—Construction of the first indoor motion picture theatre to be built in the area in recent years began on Centreville road in Prices Corner, three miles southwest of Wilmington, according to an announcement by Philadelphia realtor Alfred A. Gilbert.

The theatre represents the fourth stage of a shopping and recreation center under development on the 27-acre site by The Market Place, Inc., which is headed by Gilbert. Already in operation there is the 105,000-square-foot Gaylord Discount Department Store and the 800-car, year-round Prices Corner Drive-In Theatre.

Gilbert said the new theatre will be called Cinema 141 and will seat 1,000 in a building of modern design with paved parking for several hundred cars. Upon the opening of Cinema 141 in the spring it is believed the Gilbert development will be the first in the east to incorporate both indoor and outdoor motion picture theatres.

Cinema 141 will be leased to a theatre company directed by Claude J. Schlanger of Doylestown, Pa. Schlanger presently operates 19 conventional and drive-in theatres in Pennsylvania, New Jersey, and Delaware, including the drive-in in Prices Corner.

Cinema 141 will feature the latest in sound, screen and projection equipment. This will include Norelco 70mm machines for Cinemascope, Cinerama, and other wide-screen processes, in addition to six-track stereo sound installation.

Stern To N. Y. Fair

NASHVILLE, TENN.— M. R. "Dick" Stern, who has served as supervisor of operations for the Bijou Amusement Circuit since 1942, has resigned to accept a post with the Brass Rail World's Fair Organization, New York.

BROADWAY GROSSES

"Strangelove" Still Leader

NEW YORK—With all hold-over product, with the exception of the RKO Palace, business in the Broadway first-runs were holding their own.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"4 FOR TEXAS" (Warners). Paramount reported that the last nine days, including the seventh week was $16,000.

"THE PRIZE" (MGM). Radio City Music Hall, with usual stage show, did $80,000 from Thursday through Sunday, with the third week sure of $125,000.

"THE CARDINAL" (Columbia). DeMille hit $24,000 on the ninth week.

"BEST OF CINERAMA" (Cinerama). Loew's Cinerama did $10,000 on the seventh week.

"IT'S A MAD, MAD, MAD, MAD WORLD" (UA-Cinerama). Warner Cinerama claimed $28,455 for the 12th week.

"CHARADE" (U). Astor stated that the second week on 'Premiere Showcase' showing was $15,000.

"DR STRANGELOVE OR: HOW I LEARNED TO STOP WORRYING AND LOVE THE BOMB" (Columbia). Victoria announced that the second week was $44,000.

"THE VICTORS" (Columbia). Criterion reported $17,500 for the eighth week.

"LOVE WITH THE PROPER STRANGER" (Paramount). Loew's State had $23,000 on the seventh week.

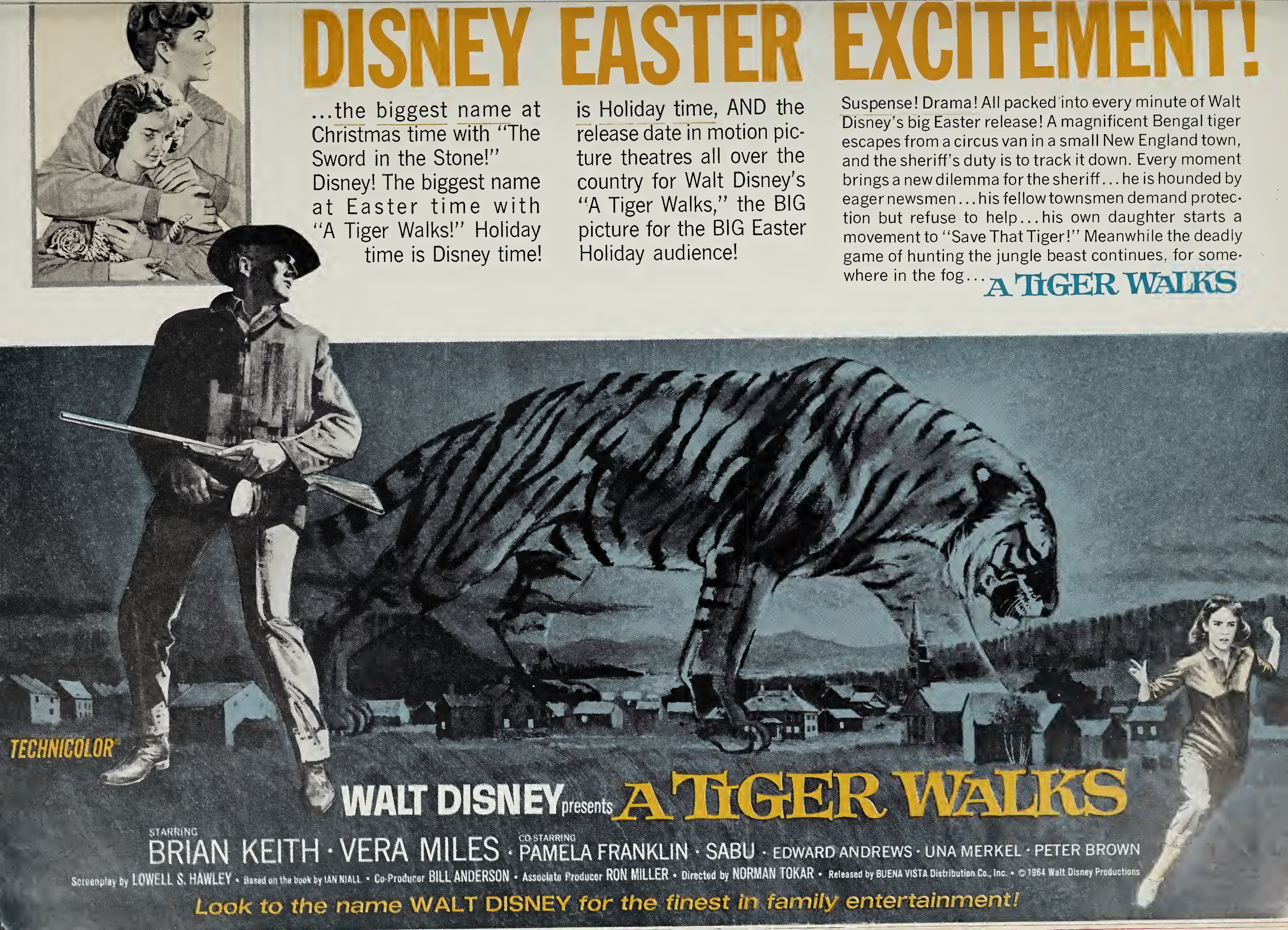
"DARK PASSAGE" (U). RKO Palace opened to $14,000 on the first week.

"CLEOPATRA" (20th-Fox). Rivoli claimed the 31st week was $16,000.

Altec, Cinerama In Pact

NEW YORK—Negotiations have been successfully concluded between Gerhard Lessman, vice-president of Cinerama, Inc., and R. E. Pierce, operating manager of Altec Service Corporation, a subsidiary of Ling-Temco-Vought, Inc.; giving Altec the responsibility of supervising the installation of equipment in new Cinerama theatres throughout the continental United States.

Seen at the recent demonstration of Dimension-150 at the Skouras Syosset Theatre, Syosset, L. I., were, left to right, Michael Naify, president, Dimension-150; Paul Lazarus, vice-president, Samuel Bronston Productions; Rube Jackter, vice-president and general sales manager, Columbia Pictures; and Selah M. Hasanein, president, Skouras Theatres Corporation; while on the right are the inventors of Dimension-150, Dr. Richard Vetter, left, and Carl W. Williams, answering technical questions which were asked by those viewing the new process on the screen at the theatre.



DISNEY EASTER EXCITEMENT!

...the biggest name at Christmas time with "The Sword in the Stone!" Disney! The biggest name at Easter time with "A Tiger Walks!" Holiday time is Disney time!

is Holiday time, AND the release date in motion picture theatres all over the country for Walt Disney's "A Tiger Walks," the BIG picture for the BIG Easter Holiday audience!

Suspense! Drama! All packed into every minute of Walt Disney's big Easter release! A magnificent Bengal tiger escapes from a circus van in a small New England town, and the sheriff's duty is to track it down. Every moment brings a new dilemma for the sheriff... he is hounded by eager newsmen... his fellow townsmen demand protection but refuse to help... his own daughter starts a movement to "Save That Tiger!" Meanwhile the deadly game of hunting the jungle beast continues, for somewhere in the fog... **A TIGER WALKS**

TECHNICOLOR®

WALT DISNEY presents **A TIGER WALKS**

STARRING
BRIAN KEITH · VERA MILES · CO-STARRING PAMELA FRANKLIN · SABU · EDWARD ANDREWS · UNA MERKEL · PETER BROWN

Screenplay by LOWELL S. HAWLEY • Based on the book by IAN NIALL • Co-Producer BILL ANDERSON • Associate Producer RON MILLER • Directed by NORMAN TOKAR • Released by BUENA VISTA Distribution Co., Inc. • © 1964 Walt Disney Productions

Look to the name WALT DISNEY for the finest in family entertainment!

Anti-Pay TV Forces Fight Back

Green, TONE V-P Answers RKO-General Exec's Blast; Harling Lauds Broadcasters For Opposing Toll Medium

BOSTON—Statements by John H. Pinto, vice-president of RKO General Phonevision Co., in regard to the status of pay television have been challenged by Malcolm C. Green, first vice-president of Theatre Owners of New England. Green directed his remarks in a letter to Eleanor Roberts, television editor of the Boston Traveler, who had quoted Pinto's comments in her column, following an address by Pinto before the Broadcasting Executives Club of New England. He asked that the opponents of pay tv be given "equal billing" with the Phonevision executive.

In answer to Pinto's contention that there were 2,000 fewer film theatres today than 10 years ago, Green stated that as of Jan. 1 of this year, there were almost 3,000 more than there were at that time. He pointed out that where the population had moved to the suburbs, new theatres had been constructed in shopping centers, main highways, and newly developed housing areas. The best in motion picture entertainment is afforded these people, he added.

"Mr. Pinto states that pay tv will supplement the present form of entertainment viewed on commercial tv," Green wrote. "I should like to make a categorical statement that whatever Mr. Pinto proposes has already been seen on free tv, whether it is motion pictures, all forms of sporting events, operas, concerts, ballets, legitimate stage, and educational programs. If there is anything left, Mr. Pinto and his company can have it."

Green asserted that what Pinto was proposing was that people should stay home and watch an old movie at prices ranging from 75 cents to $1.50 and forget about any other form of entertainment. He declared that Pinto was suggesting that every motion picture theatre in the United States be junked and that such spectacles as "How The West Was Won," "It's a Mad, Mad, Mad, Mad World," "Lawrence of Arabia," and "Cleopatra," just to name a few, should be viewed on a postage stamp screen as against the color, size, and definition of a screen in a theatre.

Continuing, Green stated:

"He is advocating that pay tv should take the place of free tv. These two mediums cannot live together. It is either one or the other. He has failed to mention that there is only one pool of talent. The same writers, producers, directors, actors and technological services will still be making what he calls a supplement for free tv. The fact that it is for pay tv would not, in my opinion, improve the calibre of what is being shown. Actually, if this came about, it would create a monopoly where a small group of people would be able to dictate the taste and the price to view a tv program; and free tv would of necessity be a thing of the past.

"The giant broadcasting companies have stated to the FCC that they are opposed to pay tv, but that if it ever came about, they could, almost overnight, capture this business and yet they are opposed because it could not be in the public interest.

"Mr. Pinto is trying to find 10,000 customers in an area of several million people, but to date, by his own figures, is able to gather a corporal's guard of 3,700. Why? Because each program would have to be paid for and there is evidence which was introduced before the FCC that a minimum cost of a household to view three hours of viewing a day would amount to a figure in excess of $1,000 per year per house against a no-cost which exists in commercial tv. The public realizes that if pay tv gains a foothold, it will eliminate free tv.

"Our opposition, while appearing to be one of self interest, is one that is in conformity with the interest of the American people; namely, that the airwaves and cables properly belong to the people and it was upon this premise that the Communications Act of 1934 was promulgated."

The Joint Committee Against Pay TV also applauded the National Association of Broadcasters for its recently adopted policy of opposition to toll television in any form.

In a letter to Leroy Collins, NAB president, Philip F. Harling, chairman of the Joint Committee, said his group had hailed the NAB stand on pay tv as a "progress step toward reaching our objective." Harling wrote that his committee also endorsed NAB's position advocating rigid controls by the Federal Communications Commission over community antenna systems which, by their own nature, "can be hooked in with pay TV."

"When the true facts of the impact of pay tv are brought to the attention of the American public," Harling told Collins, "its voice will be heard by the members of Congress." He added that "if these members had the interest and welfare of their constituents at heart, there is no doubt that the necessary legislation will be enacted to forever ban the attempts that are now being made in various sections of the country to usurp the free means of communication which has been the privilege and right of the American people."

MCA IN Theatre-TV With Indianapolis Race

NEW YORK—Richard B. Graff, assistant to the vice-president and general sales manager of Universal Pictures Company, and a home office sales executive, has been placed on a special assignment to MCA-TV to handle sales for the large screen closed circuit tv for theatres, auditoriums, and arenas of the 48th annual Indianapolis Speedway 500 mile race on Saturday, May 30, 1964, it was announced by Henry H. "Hi" Martin, Universal vice-president and general sales manager.

The closed circuit tv pickup of the three and one half hour Indianapolis classic being covered in its entirety and marking MCA's debut into closed circuit television, will start at 11 a.m., E.S.T., and will have more camera coverage than any single sports event in tv history, scanning every foot of the entire two and one half mile track.

"Fall" To Open Cannes Fete

NEW YORK—Samuel Bronston's "The Fall of the Roman Empire" will be the opening film presented at this year's Cannes International Film Festival on April 29, according to an announcement made by Favre LeBret, representing the Festival committee. It will be shown out of competition.

290 Features Eligible For "Oscar" Consideration

HOLLYWOOD — Almost half of the 290 feature-length motion pictures eligible for "Oscars" this year were filmed in color, a survey of films released during 1963 disclosed.

Of those pictures which meet the requirements for consideration for Academy of Motion Picture Arts and Sciences Awards at the 36th Annual Presentation, 135 were produced in color and 155 in black-and-white.

Only those feature-length motion pictures in English or with English subtitles shown commercially for the first time during 1963 in Los Angeles are eligible for Academy Awards April 13.

Last year the list of eligible films totaled 317.

Separate consideration is given pictures competing for the Foreign Language Film Award. Pictures submitted in this category need not have been shown in the United States, and English subtitles are not required.

The "Oscar" Show will be carried over the combined radio and television facilities of the American Broadcasting Company, the television facilities of the Canadian Broadcasting Company and the world-wide network of the Armed Forces Radio Service, Monday, April 13, starting at 7:00 p.m. (PST).

Jack Lemmon will be the master of ceremonies for the affair, to be held for the fourth consecutive year at the Santa Monica Civic Auditorium.

Pickman To New Col. Post

NEW YORK—Rube Jackter, vice-president and general sales manager of Columbia Pictures, announced that Jerome Pickman has been appointed to a newly created executive position in the Columbia sales department.

In making the announcement, Jackter described it as "a major move designed to expand Columbia's sales organization." Jackter said, "Columbia's outstanding line-up of independent productions makes it necessary for us to give every picture individual treatment and handling. Jerry Pickman's experience and ability will give added strength in fulfilling this important function. In addition, Mr. Pickman will assist me in my general overall managerial duties and responsibilities."

Pickman, who has been with Columbia since May of last year, entered the industry in 1945 with 20th-Fox. He formerly held executive advertising and distribution posts at Paramount.

IATSE To Air Squabble

HOLLYWOOD—It was learned that the five IATSE studio locals which threatened a revolt over the issue of taping against filming, centering on lower video-tape scales agreed to by President Richard F. Walsh, have decided to bring their grievances before the biennial convention in Louisville in the fall for a full airing.

The various unions affected plan to call early meetings of their individual boards to map a course of action.

10,000 Industry Members Celebrate Variety Week With Host Of Events

NEW YORK—The 10,000 amusement-industry members of Variety Clubs International are celebrating Variety Week to Feb. 15.

"This is the time when we in Variety call attention to the wonderful work our unique organization is doing for children all over the world," international chief barker Rotus Harvey said.

The Variety Week celebration this year includes national and international events, in addition to local celebrations and activities, many of which are being participated in by leading show-business celebrities.

"All in all, this Variety Week, our sixth annual one, promises to be our best yet, because this year we have more to be proud of than ever before," Harvey said.

Among the many highlights of Variety activity in 1963 cited by Harvey was the success of the "Jimmy Fund" Children's Cancer Research Center in Boston, which went over the top in its fund drive; the Variety Children's Hospital and Research Center in Miami, Fla., now engaged in a $2,000,000 expansion program; the achievement of the Variety Club Heart Hospital in Minneapolis in successfully performing a double kidney transplant operation; and the Variety Club of Great Britain, which raised more than $1 million last year for charitable activities.

Also singled out by Harvey was the introduction into the United States of three Variety Sunshine Coaches, special buses able to transport severely-handicapped hospitalized children on outings, and to theatrical performances and sporting events.

"Thanks to Variety, the American public will see more and more of these buses in the months ahead," Harvey said. "Variety Sunshine Coaches are already operating in New York, St. Louis, and Pittsburgh, and on Feb. 28, our Los Angeles Tent will present another, a gift from Jack Warner."

Variety now has Tents in 36 cities in the United States, Canada, Mexico, Great Britain, and Ireland. In the years since it was founded in 1928, it has spent more than $85,000,000 in the care and rehabilitation of children.

Each of the 36 local Tents supports an activity of its own choice. As a result, Variety supports throughout the world children's hospitals, convalescent homes, foundling homes, schools for the handicapped and blind, rehabilitation centers for delinquent children, and clinics and research centers for cancer, cerebral palsy, heart ailments, and rheumatic fever.

Last February during Variety Week, Rotus Harvey, Variety's International Chief Barker, presented a lifetime Variety membership to the then vice-president Lyndon B. Johnson. Looking on is Joseph M. Zamoiski, of Variety Tent 11 of Washington, D. C.

Trilling Leaves WB Post

HOLLYWOOD—Stephen B. Trilling, vice-president of Warner Bros, and an executive assistant to president Jack L. Warner, has announced that, after a 38-year association with Warner Bros., he is "regretfully" leaving the company.

Trilling revealed that, "after long deliberation," he has decided not to accept any renewal to continue in his executive post.

"For a long time I have been considering plans that would lead me into other fields of motion picture making," he said. "And I have decided that now is the time to make that move."

Warner accepted "with reluctance" Trilling's decision.

Hyman Visits Studios

HOLLYWOOD—Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, is here for his annual two-week visit to the studios prior to issuing his yearly "Report From Hollywood" book.

Hyman has completed meetings in New York with the sales managers and promotion chiefs of the major film distributors on their releases through the summer and beyond, some well into 1965.

These meetings are the basis of conferences Hyman is scheduled to have with the individual studio heads, producers, and others involved in the production of feature pictures. Hyman, accompanied by assistant Morris Sher, will see completed product in addition to viewing available footage of films still in the making.

As in the past several years, his observations will be compiled for his "Report From Hollywood" which is then provided for the guidance of exhibitors throughout the United States and Canada who have endorsed his plan for orderly release of quality product throughout the year.

Exhib Loses Trust Appeal

ATLANTA—U. S. Court of Appeals, Fifth Circuit, has upheld Federal Judge Boyd Sloan in his decision which refused to allow judgment in the Paramount case to be used as evidence in the Buckhead and Garden Hills theatres antitrust suits.

Judge Sloan has ruled the judgment was inadmissable in application to conditions that existed after 1945. He found for the defendants.

In the suit, James H. Carter, as a principal stockholder of both theatres, charged that a conspiracy between rival theatres and distributors prevented his houses from getting first runs. He asked damages of $1,300,000 for the Bulkhead; $900,000 for the Garden Hills; and an injunction. The two cases were consolidated for trial.

Defendants were Evans Theatre Corp., Atlanta Enterprises, Wilby-Kincey, and Paramount, MGM 20th Century-Fox, Warner Bros., RKO, United Artists, Universal, and Columbia.

WB Net Profit Decreases, Quarter Report Shows

WILMINGTON — The annual meeting of Warner Bros. Pictures, Inc., was held here. Over 87 per cent of the outstanding stock was represented in person or by proxy. The stockholders re-elected Waddill Catchings, R. W. Perkins, and T. J. Martin directors for a term of two years.

The remainder of the board consists of Jack L. Warner, Albert Warner, Benjamin Kalmenson, Charles Allen, Jr., and Serge Semenenko, whose terms expire in 1965.

Warner Bros. reports for the three months ended Nov. 30, 1963, consolidated net income of $459,000 representing nine cents per share on the 4,850,052 shares of common stock outstanding at that date. The consolidated net income for the corresponding period last year amounted to $2,010,000, which represented 41 cents per share.

Theatrical and television film rentals, sales, etc., amounted to $18,194,000, dividends from foreign subsidiaries not consolidated were $10,000, and profit on sales of capital assets was $1,000 for the three months, as compared with $22,174,000, $6,000, and $2,000, respectively, for the previous year's period.

The chairman then read the following statement:

"Higher production costs and a disappointing acceptance of some of the corporation's product have led to diminishing profits during the first quarter of the 1963-64 year. The corporation does not now have sufficient information to estimate the final results for the second quarter but at this time it does not look favorable.

"The motion picture and television industry is changing and the corporation is adjusting its activities to meet these changes. The public has developed a very highly selective taste for individual pictures and programs in theatres and on television. We recognize these changing patterns and are preparing to meet them.

"The corporation regards with great optimism its forthcoming release program, as well as the productions which are now in preparation. This program can represent a new horizon for profitable operation.

"The corporation has a considerable investment in the backlog of completed motion pictures and is currently streamlining its production activity so that this accumulated inventory may be brought more in line.

"The management is looking forward to the corporation's future with great optimism convinced that in its top quality product, tailored to the public's taste, there is a vast potential for profitable operation."

The meeting approved a stock option incentive plan for key employees previously adopted by the board of directors and an amendment to the certificate of incorporation exempting from the pre-emptive rights provisions shares issued upon the exercise of stock options.

Iselin-Tenney Pix To Fox

NEW YORK—The independent productions of Alan V. Iselin, Albany exhibitor, and Del Tenney, which were made on the east coast, "The Curse Of The Living Corpse" and "The Horror Of Party Beach," have been sold to 20th Century-Fox, which will release the pictures in April as a shock film package.

Iselin is associate producer, and Tenney is producer-director.

Producer-Distributor Levine Finds Two Hats Enough; To Sell Theatres

BOSTON—Joseph E. Levine, in for a visit to his home town and the opening of his Embassy Film release, "Easy Life," at the Exeter, said he is going out of the motion picture theatre business and will confine himself to producing and distributing.

He announced he has sold his interest in the Park Square Cinema, 300-seat house here, to Al Daytz, Daytz Theatres, and will sell the two theatres he has acquired in New York City.

Theatres and distribution "don't mix," he said. He explained that on "Easy Life," "we fell asleep on the picture. We were thinking of the theatres and not the picture. We didn't make the picture, produce it, or co-produce it, but the producer was anxious for us to take it on.

"No picture should walk in on rubber heels," he declared. But, he admitted that in the matter of exploitation and promotion on "Easy Life," Embassy had been caught napping. As a matter of fact, he said, he had been berated by some New York critics for not publicizing the picture.

He reported at a press conference at the Ritz that critics in New York are bemoaning the lack of art films. The producer-distributor said that "very few art films are now being made. Most of them are being made in Hollywood, and the so-called 'eggheads' choose the ones they like and pay not a bit of attention to the others."

Levine, who has another co-production distribution deal with Paramount Pictures involving $30,000,000 and four films, "Carpetbaggers," "Where Love Has Gone," "Nevada Smith," and "Zulu," said a new pattern of distribution is being worked out for "Zulu" in Boston and for the U. S.

"Zulu," now playing at the Plaza, London, where it opened in its world premiere, "will be one of my biggest exploitation pictures," Levine said.

He said he made the film because he liked the title. "Three years ago," he said, "I met actor Stanley Baker on the set of a little horror called 'Sodom and Gomorrah,' which we sold out of, and he told me he had a script called 'Zulu.' I liked the title, and we shook hands on the deal.

"You have to be crazy to make a picture on location in Africa with two fellows who have never made a big picture before, Baker and Cy Endfield, director, but we did it. And, then, the cost of this picture—it actually pains me. Only $1,700,000. In this day and age with $14,000,000 and $18,000,000 and $20,000,000 pictures—a $1,700,000 picture?

"But, the picture is the biggest thing in London. We have beaten all the biggest pictures that ever played there including 'Bridge on the River Kwai.'" He said the picture got 16 rave reviews, and that there was only one dissenting opinion out of 17 notices. He forecast that a dance craze, which has grown out of "Zulu," called the "Zulu Stamp" in England, will spread in this country as the "Zulu Stomp."

"Zulu" will be released in Boston and the U. S. in late June, and may be shown in 500 cities simultaneously in saturation bookings, or may be shown first run in some key cities earlier. "We haven't decided on first runs or saturation yet," he said. But, he indicated he favored the new "showcase" or saturation type and pattern of distribution similar to the release of his first big success, "Hercules."

Levine announced that Sophia Loren has been signed to play the title role in "Imperial Woman," the Pearl Buck novel, to be made for a budget of around $10,000,000 in widescreen and color at Far East locations. Exteriors will be shot in Hong Kong and interiors in Spain.

Levine told how he had met the late President Kennedy and found that he was tremendously interested in show business and read the trade papers.

Recounting the story, Levine said he had been instrumental in getting Attorney General Robert Kennedy to speak at the Theatre Owners of America convention in New York. After the attorney general's speech to the theatre owners, Levine said, "If there's anything I can ever do for you, please let me know."

The following Thursday, Levine said, Robert Kennedy called him and said, "My sister is having trouble selling tickets for a benefit for 'It's a Mad, Mad, Mad, Mad World,' could you help?" Levine said he told the attorney

(*Continued on page 9*)

20th-Fox Will Distribute Liston-Clay Fight Films

NEW YORK—Twentieth Century-Fox Film Corp. has acquired world theatrical distribution rights to the film of the world's heavyweight title fight between Sonny Liston and Cassius Clay, scheduled to take place Feb. 25 at Convention Hall in Miami, it is announced by Joseph M. Sugar, vice-president in charge of domestic sales.

Manny Spiro, producer of all recent heavyweight championship films, including the three Patterson-Johannson encounters and the two Patterson-Liston bouts, will also produce the Miami fight film.

Spiro, planning numerous innovations in his coverage of the forthcoming fight, will shoot the action simultaneously from eight camera placements around the arena. One camera will afford dramatic coverage from a vantage directly overhead, and another will shoot level with the ring apron.

Specially chartered jet planes will be standing by at Miami International Airport to rush the films to DeLuxe laboratories in Los Angeles and New York for overnight processing. Prints will then be jetted next day to theatres throughout the world.

Negro Leaders Map New N. C. Integration Programs

CHARLOTTE, N. C.—NAACP leaders from throughout North Carolina gathered here to map a massive civil rights program for 1964, including concerted moves to integrate more motion picture houses in the state.

At the session, Quenton Baker, president of the North Carolina NAACP Youth Conference, outlined a program for increasing membership in an organization known as Youth Commandos—young people who carry out direct integration drives against segregated theatres, restaurants, motels, and similar facilities.

Laplois Ashford, national NAACP youth secretary, said, "We plan to have stronger task forces for direct action. They will be better trained. We will direct their efforts against more and more targets in the coming months."

At Asheboro, which recently was singled out for moves to integrate theatres, almost nightly silent marches have been staged through the downtown section without incident. However, on one night 51 Negro demonstrators staged sit-ins and lie-ins in two eating establishments, and 38 of them were jailed. The others were under 16 years old, and were turned over to juvenile authorities.

At Raleigh, Ralph Moody, North Carolina's Assistant Attorney General, said that public accommodations ordinances which would make it unlawful for theatres, restaurants, and the like to deny their services and facilities to persons because of race would, in his opinion, be unconstitutional.

Meanwhile, at Hickory, the United Church Women of North Carolina, an interdenominational and interracial organization, called for enactment of federal civil rights legislation, including a public accommodations clause.

Sullivan Joins Stevens

NEW YORK—Edward E. Sullivan, for 15 years director of publicity and public relations for 20th-Fox, has joined George Stevens Productions as director of publicity and advertising for "The Greatest Story Ever Told," it was announced by the producer-director and Fred Goldberg, vice-president of United Artists Corporation, distributor of the film.

Sullivan, who since leaving Fox has been president of Behrend Associates, comes to the Stevens Organization on loan from the New York public relations firm. He will make his headquarters at the Culver City studios, but will direct activities of both east and west and later the European operations.

Paramount Pictures recently announced virtually completed release and production plans for the next three years at a New York press conference attended by, left to right, George Weltner, executive vice-president; Barney Balaban, president; Martin Davis, vice-president in charge of advertising and publicity; and Joseph Friedman, executive assistant to Davis.

Disney Net Profit Rises; Features Performing Well

BURBANK, Calif.—Consolidated net profit of Walt Disney Productions and its domestic subsidiaries for the quarter ended Jan. 4 (14 weeks) was $1,506,855, equal to 85 cents per share on the 1,779,967 common shares outstanding, after giving effect to the three per cent stock dividend declared on Nov. 14, 1963, it was reported to the company's stockholders meeting at the Burbank Studio.

This compares with last year's first quarter (13 weeks) net profits of $1,304,473, equal to 76 cents per share on the 1,725,049 common shares then outstanding. The current quarter earnings were after a tax provision of $1,656,000, as compared with last year's first quarter provision for taxes of $1,396,000.

Gross revenues for the first quarter totaled $17,770,000 as against $15,291,000 last year. Film revenues were up by $663,000, television about the same as last year, Disneyland Park up by $1,181,000 (mostly due to the 14th week—New Year's week)—while other revenues were up by $645,000. Food operations at Celebrity Sports Center and Disneyland Park this past quarter accounted substantially for the increase in "other income." Last year these operations were leased to others.

Theatrical pictures released last year are still performing well at the boxoffice, the Disney stockholders were informed, and will contribute profits during the current year. All product currently in release is profitable.

In October of last year, first re-release of the live action picture, "20,000 Leagues Under The Sea," was begun, as well as the third re-release of "Fantasia." These pictures and other Disney classics, as they are often called, that are playing in various countries of the world produced about one-third of the earnings of the company for the first quarter. "Incredible Journey" was released in November; "Sword In The Stone" at Christmas; and "Merlin Jones" is currently going into release. "A Tiger Walks," starring Brian Keith and Vera Miles, is set for release at Easter; "Thomasina," the story of a cat with three lives, is to be released in June; followed by "The Moonspinners" in July.

For several years, Disney has distributed its theatrical product in the United States, Japan, and England, with the balance of the world distribution contracted for with third-party distributors. During the past year they set up their own distribution organization in France, Germany, and the Scandinavian countries.

"We expect to increase our foreign revenues not only from film distribution but from the other activities of the company as well, and at the same time accomplish this at a lower cost to the company," Roy O. Disney, president, reported.

"All divisions and subsidiaries of the company are operating profitably and management feels confident that the current year's earnings will compare favorably with the prior year," he concluded.

The board of directors of Walt Disney Productions at its organizational meeting following the annual stockholders' meeting declared the regular quarterly cash dividend of 10 cents per share on the common shares outstanding, payable April 1, to stockholders of record March 18.

All incumbent directors and officers were re-elected.

Boston Flight To Suburbia Halted As Top Films Lure Crowds Downtown

BOSTON—The one time trend to exhibition in suburban territories and the opening of first run pictures in neighborhood theatres has apparently ended here. The opening of the first run product in the suburbs, which was tried several times about a year ago, is now considered impractical.

Big pictures, roadshow pictures with tickets purchased in advance, highly exploitable pictures, and high rated art films have brought the suburban dwellers back into the city for film fare.

The move to suburbia has been halted, too, with the building of ultra modern intown apartment houses along the banks of the Charles River, a downtown swank apartment house going up right on Tremont st., a downtown business street, and the Prudential Centre's two high rise apartment houses looming up.

More intown theatres have helped spell the end of the first run suburban movement. In the past year, three new art houses have opened in the city, Cinema, Kenmore Square; Cinema, Park Square; and Paris Cinema.

Downtown Boston theatres are always sold out on Saturday nights, with lines, and there seems to be a concentrated move on the part of the suburbanites to get back in town. Motion picture people thought just a short while back that suburbia would be taking over and there was talk about building new theatres in suburban locations for first runs, but only shopping centers were found to be feasible for such construction after surveys were made.

Showmanship of exhibitors in luring suburbanites out of their bedrooms (suburbs have been called Hub's bedrooms) by booking fare they can't resist has been most effective, as proven by the Friday night and Saturday night lines at all the first run downtown Hub theatres showing hot product.

"Line" pictures now playing in Hub are: "Tom Jones," Beacon Hill; "Cardinal," Saxon; "Strait-Jacket," Astor; "Charade," Memorial; "Easy Life," Exeter.

"Only a strong array of big product will do it," says Hub's colorful showman Ben Sack, who's just back from a booking trip with a list of big films for his five Boston houses.

"We've got to beat tv, suburban stay home habits ('just got home, don't wanna drive back intown!'), pre-Broadway musical tryouts, weather, and a host of other things, but if we give them bigger than life type of pictures like 'Tom Jones,' 'The Cardinal,' 'The Victors,' we'll make it."

Sack opened "The Victors" last week at the Gary, with opening night sponsored by Fernald League for Retarded Children; "Merlin Jones" opening at the Music Hall, Feb. 14; "The Doll" opening at the Capri Feb. 14. He has bought "Becket," "My Fair Lady," "Paris When It Sizzles," "Pink Panther," and is negotiating for other big films for his five theatres.

As an example of the kind of business a "really big big" picture can do, Sack cited the case of "The Cardinal," which was endorsed by Richard Cardinal Cushing of Boston at its world premiere here and is setting records at the Saxon Theatre.

"Now in its seventh week at the Saxon, the Preminger film," he said, "has gone ahead each week outgrossing every other city where it is playing with turnaway crowds on weekends. In six weeks 'The Cardinal' has averaged better than $23,000 per week."

A most important factor in the "difference between average business and good business," Sack believes, is advance bookings of theatre groups. At Sack Theatres, a special department, headed by Leonard Barrack, handles group sales.

"They start working way in advance of opening," Sack said. "They start as soon as I buy the picture. In that way, they have plenty of time to contact banks, insurance companies, organizations, schools, and churches."

At the Music Hall, Sack's biggest theatre, 4,400-seats, cultural attractions of the performing arts are being booked between pictures. The Metropolitan Opera Company comes in April for a week, and many concerts and dance groups are getting bookings at the house.

LEVINE (*Continued from page 8*)

general, "I'll sell them all this afternoon." He did.

"Then, two weeks before the President was assassinated, I got a call from one of the Kennedy sisters inviting my wife and myself to a gathering in New York. 'My brother is coming in,' she said. A bit confused and bewildered by the call, I said dazedly, 'which one?' . . . When I met him, he said, 'Joe Levine, Joe Levine, that's all I keep hearing.'

"It seems he read the trade papers regularly and had read all about me. We have lost a good friend."

While Levine has given up ownership of theatres and will acquire no more of them, he's still interested in the legit stage. Last season, with Peter Ustinov, he produced a successful comedy, "Photo Finish." This year, they are planning another play, which Ustinov is writing. Levine's Embassy Film Distributors has a half interest in a stage production company, "The Strollers," in which he is associated with Sybil Burton, ex-wife of Richard Burton, Peter Cook, and David Boulding of "Beyond the Fringe."

They put on "The Ginger Man" as their first production, and Levine said they are now planning to make a film out of the play.

He will be off with his wife, Rosalie; Carlo Ponti and Sophia Loren for Tokyo for the film festival there in April. Miss Loren has just gifted the producer-distributor with a Rolls Royce convertible, which was used in one of their pictures.

Levine told how Bette Davis came to work in his picture, "Empty Canvas." He said he had called Miss Davis, who had read the script, that she flatly said 'no' when asked to do the picture. "The next day," he said, "I called Joan Crawford and asked her. She said get the script over to me as I'm leaving for Hawaii. I sent a messenger to Miss Davis to pick up the script. Miss Davis asked the messenger where he was taking the script. When he told her, she called me and said: 'You're such a lively gentleman, I think I'll do that picture'."

44,996,688 people in Engl

'ZULU' IS "SUPERB

—LONDON EVENING NEWS
(Circulation 1,448,345)

... and the record breaking business at London's Pl

"UNFORGETTABLE! GIANT OF A FILM

—EVENING STAND
(Circulation 7,388,0

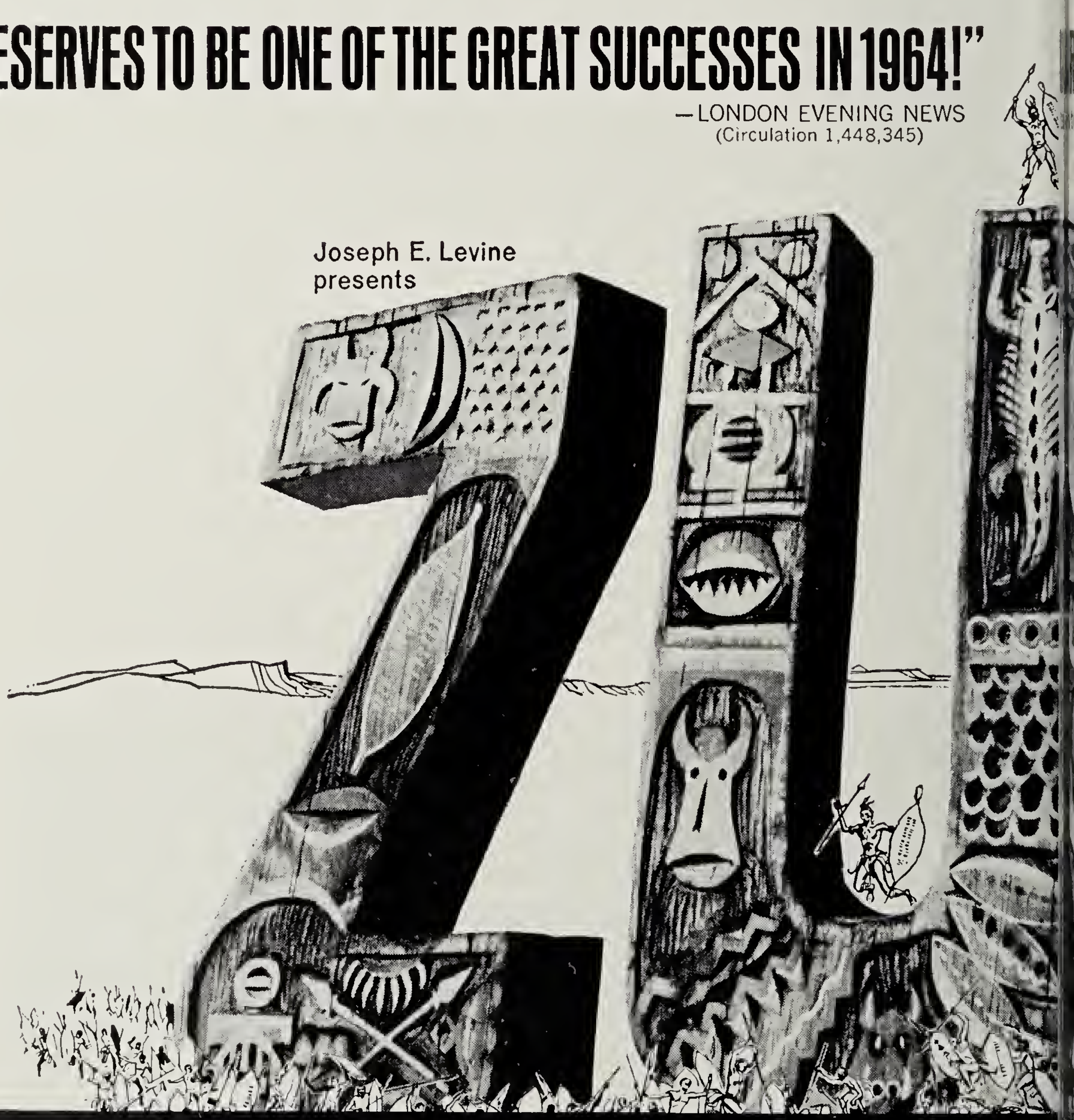
"GREAT EPIC! BEAUTIFUL DIRECTION! SUPERB ACTING!"
—LONDON DAILY EXPRESS
(Circulation 4,285,338)

"BEST SPECTACULAR IN YEA
—LONDON SUNDAY TELEGR
(Circulation 682,693)

"A STIRRING YARN! Loaded with all the proven ingredients for big scale exploitation, which will clearly be reflected in boxoffice returns!"
—VARIETY

"DESERVES TO BE ONE OF THE GREAT SUCCESSES IN 1964!"
—LONDON EVENING NEWS
(Circulation 1,448,345)

Joseph E. Levine
presents



STARRING

Stanley Baker · Jack Hawkins · Ulla Jacobsson · James Booth · Michael Caine

Forewor
Spoken
Richar

Screenplay by John Prebble and Cy Endfield · Suggested by an Article Written by John Prebble · Directed by Cy Endfield · A Diamond Films Ltd. Production · An Embassy Pictures Release

Released By Paramount Pictures Everywhere In The World Except The U.S. And Canada e informed that...

MAGNIFICENT!" "GREAT!"

—LONDON DAILY MIRROR
(Circulation 4,559,504)

—LONDON SUNDAY MIRROR
(Circulation 5,175,000)

atre backs up these overwhelmingly excellent reviews.

WILL PACK 'EM IN!

of the most exciting adventure yarns I've ever seen!"
—NEWS OF THE WORLD (Circulation 6,644,501)

T EXCITEMENT & SUSPENSE!"
—LONDON SUNDAY EXPRESS
(Circulation 4,398,093)

"STIRRING! BRILLIANT!
Its sledge-hammer impact will electrify!"
—LONDON DAILY SKETCH
(Circulation 953,291)

"STRONGLY EXCITING!
Cheers for the guts and glory boys!"
—THE PEOPLE, LONDON
(Circulation 5,543,535)

RE EXAMPLE OF A THOUGHTFUL SPECTACULAR!
egrity and restraint than most movie battle epics ever hope to achieve!"
—LONDON DAILY HERALD
(Circulation 1,347,879)

"SAVAGE! SEETHING! UNSPARING!"
—LONDON DAILY MAIL
(Circulation 2,570,509)

A Stanley Baker—Cy Endfield Production
TECHNICOLOR® TECHNIRAMA®

BOOK IT NOW FROM EMBASSY!

The NEW YORK Scene

By Mel Konecoff

MARSHALL NAIFY, president of Dimension-150, Inc., hosted a demonstration screening of the recently devolped wide screen process at the Syosset Theatre, Syosset, Long Island, attended by representatives of exhibition, distribution, production, and equipment manufacturers with impressive results. The film footage shown on the specially-constructed screen, which measured 76 feet across including the curvature and 30 feet high, consisted of film shot specially to show the versatility of the medium, as well as of scenes from "Around The World in 80 Days" and "South Pacific," to show how other film can be converted. A single projector with a Dimension-150 lens was utilized, and the effect resembled Cinerama, especially with a deep curvature, which placed every viewer in the picture, so to speak. Screen brightness varied from 16 ft. lamberts at the center to 10 at the sides.

The developers of the process, Richard Vetter and Carl W. Williams, in a question and answer period that followed, stated that the minimum theatre throw is 55 to 60 feet and the maximum throw is between 150 to 175 feet. The camera's taking lenses approximate human vision to 150 degrees, and this goes down to 50 degrees for closeups. The theatre projection booth should be located between the orchestra and balcony floors for optimum pictures, but corrective lenses can be provided if this is not feasible. Technicolor can print films for the medium using Diemnsion-150 lenses. There is no minimum size for screens, and they recommended wall to wall screen installations wherever possible. The camera is a standard 65mm, operating at normal speeds. The aspect ratio of the picture is approximately two to one, and a flat screen can take an acceptable image if a curved screen is out of the question. A theatre, if it is presently equipped for 70mm, needs only a Dimension-150 projection lens and screen to show Dimension-150, and vice-president Salah Hassanein estimated that the cost will only come to four thousand dollars. Talks are being held with film makers with an eye towards announcing the first feature in the new medium.

CARRY ON, GUV: Dave Emanuel, governor of Governor Films, is taking a giant step forward this year intending to expand his operation so as to get more films to exhibitors. Emanuel, who parlayed British slapstick on film in the so-called "Carry On" series into an impressive business in the American entertainment scheme, intends to continue mining for gold in this area and also to diversify into other areas of film entertainment.

He travels about 40 weeks out of the year, handling first run openings of his films himself, after which they are turned over to franchise holders for follow through. It all started with "Carry On Nurse," a couple of years ago, the first he undertook to release and still the biggest grosser. This funfest received wonderful reaction in all areas of the country, and he wound up with 7,000 bookings, which brought in over two million dollars in net film rentals. As a matter of fact, the first five in the series totaled 4½ million in film rentals. They got as many bookings as some Hollywood pictures and then some.

Does he intend selling any of his films to tv, we asked. Emanuel wasn't sure when he will release to tv, and he hoped that the decision wouldn't have to be made in the foreseeable future. He admitted that independents need the support of exhibitors; otherwise, they must seek revenue from any available source, even tv, to remain in business.

Emanuel had some forthright opinions about some in exhibition, feeling that a percentage of theatremen today are not showmen but rather accountants, and circuits are not developing local managers properly or in sufficient number. He hit at the owners, who are just willing to let the theatre get by on the efforts of the distributor. The majors, said he, have created a Frankenstein for the independents, and now it's starting to backfire in their direction. He also opined that the Premiere Showcase operation affects him and all independents adversely. Despite all this, Emanuel admitted that a good picture today will bring more money into even an independent operation than ever before.

CAMPAIGN NOTE: The other day, MGM, in the person of exploitation manager Emery Austin and advertising manager Bill O'Haire, unveiled a $100,000 campaign before representatives of 19 MGM Showcase Presentation Theatres in the New York area, which will cover the local opening of "Sunday in New York." All media, including radio, television, print, and posting, are being utilized to provide 390,000,000 consumer impressions in New York alone.

Commented an MGM spokesman, "'Sunday in New York' will receive so much exposure, it will almost be indecent." The campaign received the endorsement of such showmen as Century's Martin Newman and Charlie Call, so it must be good.

Featured are top magazine ads, some very funny tv spots with spoofing Lou Jacobi; a radio barrage on nearly all stations in the area; a TWA tie-up; RCA Victor plugging Peter Nero, pianist who is in the film; and support from the New York Central Railroad, which would like to see more people coming into New York on a Sunday—on their trains.

THE METROPOLITAN SCENE: Columbia is sending out a pre-production preview of "Major Dundee" in the form of a 12 page color booklet with sketches, story background, etc., calling attention to the start of production of press, radio, tv, exhibitors, etc. . . . Gian Luigi Polidoro, director of "To Bed Or Not To Bed," in town for promotional activities on behalf of the film. . . . Ditto Ingrid Thulin, who is in Ingmar Bergman's "The Silence." . . . Several hundred high school English teachers in for a special preview of "Dr. Strangelove" held at request of NYC Association of Teachers of English. Nary a boycotteer was in sight. . . . Sam Kestenbaum, formerly with Interboro here, celebrated his third anniversary on the coast. He's managing director of the Monica Theatre in Hollywood.

Universal City Studios Launch Building Program

UNIVERSAL CITY, Calif.—Indicative of the expanding activity at Universal City Studios, a new building program calling for four new sound stages, a new transportation center, an industrial crafts center, new editorial, wardrobe and make-up and hairdressing buildings, and an electrical conversion plant is being launched immediately.

The sound stages, each 100 x 140 feet in area, will be built entirely of concrete, including the roofs, using a new sound-proof construction technique developed jointly by the studio architectural staff and sound department.

Completion of these four stages, which will be ready for use by August, will add 56,000 square feet of stage space to the studio's production facilities and give it a total of 36 stages, thus making it the largest studio in the world.

The new transportation center will be erected on the back lot on a site near the studio's famous New York Street. It will contain complete servicing facilities for all types of motor vehicles, plus the most modern dispatching system and storage facilities for all of the studio's cars, trucks, buses, tractors, etc.

On the site of the present garage a new industrial crafts center will be constructed that will house a metal shop, machine shop, electrical shop, blacksmith shop, and other technical facilities under one roof in the most modern industrial complex in the industry.

New buildings, equipped with all the latest innovations, will be constructed in an area near the studio fire station for the wardrobe department and the make-up and hairdressing department. In addition, the present make-up and hairdressing building will be expanded and converted into new facilities for the editorial department to augment the present three-story editorial structure.

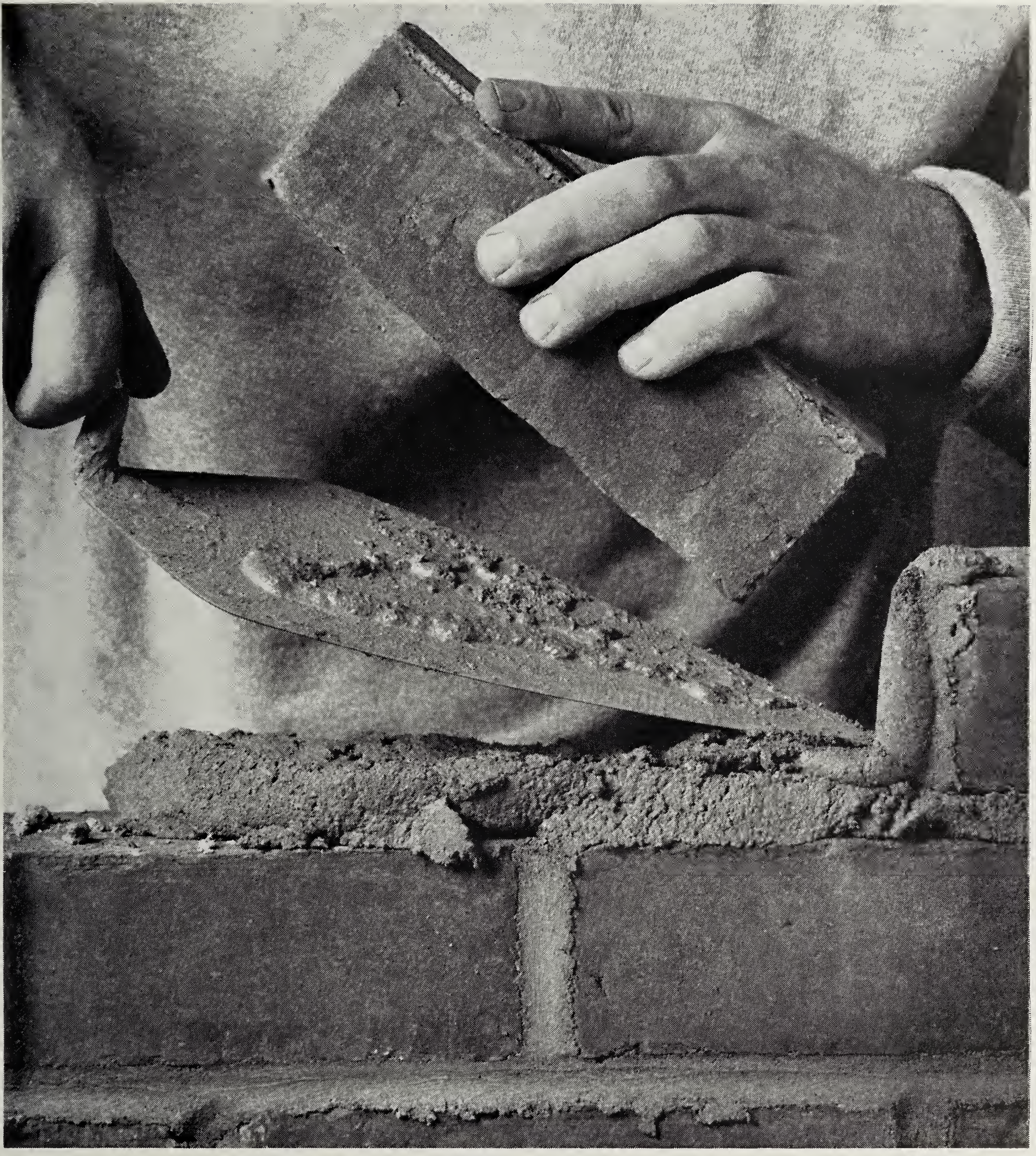
The studio's electrical conversion plant has been redesigned and work will begin shortly on the installation of new equipment utilizing the techniques developed for the nation's most modern industrial plants. Through the use of silicon diods AC current obtained from public utilities companies can be converted into a continuous supply of DC current with no moving parts.

Plans also are on the drawing boards for the construction of a second power plant of comparable size to the one now being redesigned. This substation is being designed so that it can be expanded to eventually give the studio a power output of 40,000 kilowatts, enough to completely service a town of 10,000 population.

The new building activity will be in addition to the construction work now proceeding ahead of schedule on Universal City Plaza, a complex of five buildings. Two of these, the commissary and bank and production building, will be completed by June; the U. S. Post Office building will be finished shortly thereafter; and the 14-story tower building will be ready for occupancy by October. The new buildings leased to the Technicolor Corporation are on the drawing boards with ground breaking set for this spring.

WB Drive In Final Lap

NEW YORK—The "Winners from Warners" sales drive is in its final month with the Charlotte and Albany branches battling for the lead.



Rome wasn't built in a day! Nor are sharp, crisp prints produced in a hurry. That's why it pays to give your print-maker time to do the job right. Otherwise, you're wasting precious finished negative. In fact, to play safe—GO EASTMAN all the way—negative and print-stock. And, finally: For the purchase of film, service and technical queries—production, processing, and projection—write or phone: Motion Picture Products Sales Department, **EASTMAN KODAK COMPANY, Rochester, N.Y. 14650,** or the regional sales divisions, 200 Park Avenue, New York, N.Y.; 130 East Randolph Drive, Chicago, Ill.; 6706 Santa Monica Boulevard, Hollywood, Calif.

EASTMAN FILM

LONDON Observations

By Jock MacGregor

STEVE BROIDY'S ears should have burned the other lunchtime. I was with producer Benjamin Fisz and Rank Distributors' Fred Thomas, and they were eulogising over the encouragement that he is giving in setting up "The Unknown Battle." To be directed by Anthony Mann in Panavision and color, this multi million dollar road show project will be handled by Allied Artists in America and Rank in the UK and other markets. As I write, only Elke Sommer has been signed, but negotiations are proceeding for top stars. It is Benny's intention to use big international names in cameo parts. This epic story of the raid and destruction of the Norwegian heavy water plant, thereby stopping the Nazis winning the nuclear race and atom bombing U. S. and British targets, starts production in March.

Other than process work which will be shot at Pinewood, it will be filmed on the actual sites in Norway. This can add to the false impression of a drop in British production due to idle studio stages. The trend is toward making the bigger efforts on location. Richard Brooks is in Cambodia with the "Lord Jim" unit; Frank Ross, Robert Mitchum, and Carroll Baker are in Kenya making "Mr. Moses"; and Ken Harper is sweating it out on the Canary Islands with the Cliff Richards' musical, "Wonderful Life."

From Cambodia, Jean Osborne and Francis Winikus write enticingly about the majestic, magic beauty of the place; how Brooks has been working Peter O'Toole, James Mason, Curt Jurgens, Eli Wallach, and others from 7:30 a.m. to 6 p.m. in temperatures of 100 degrees and getting up to 40 setups a day—he completed the Hong Kong shooting in six days under schedule. Thirty studio craftsmen taught 500 Cambodians set construction, and in three months completed two villages so solidly (using unskilled native labor it is easier and as economic to build this way than try to teach studio methods) that families have moved in. Now the French archaeologist in charge of national monuments is to decide if any of the houses can remain after Brooks moves on. Syd Mirkin has flown out for publicity confabs. An old army building has been taken over as a unit club, and Jane Winikus is entertainments officer. Movies are screened on the terrace twice weekly, but everyone feels out of touch with no radio and only a few very old newspapers. I took the hint, mailed the latest film news, and found even the post office vague as to where Cambodia is.

Bob Webb writes from beside a pool in Las Palmas, but complains of lots of clouds making it tough for shooting "Wonderful Life," which Sid Furie is directing with Cliff Richards, Walter Slezak, and Susan Hampshire. The arrival of the Queen Mary on a sun tour was exploited. She was written into the script, and the scenes hastily shot to enhance production values. This picture has really caught the press imagination, and many seat selling spreads of the location have resulted.

Former critic Ralph Cooper is publicising "Mr. Moses," and I suspect with temperatures around the 120 degree mark, he is missing the air conditioned comfort of West End loges. By night, director Ronald Neame takes his unit to the comparative coolness of the hills some 7300 feet above sea level. But they have greater problems. In view of the grim African situation, they are at 24 hours readiness to leave the country. UA will release.

EDDIE BRYSON AND KEN MAIDMENT made their public debut as Columbia managing directors with the preme of Stanley Kubrick's nightmare comedy, "Dr. Strangelove," and had a hand picked guest list of government, service, and diplomatic leaders with a dash of glamor for the photographers. Never have I known such a shattered audience. They just sat there numbed after the tabs closed. The reviews were ecstatic and the Columbia had its greatest opening day ever.

WHILE OFFICIALS bend backwards to be helpful in the making and registering of Anglo American pictures, some are growing increasingly aggravated by those producers who change credit titles abroad without notification. Eyebrows were raised here when "Lawrence" was presented at the Acapulco Festival as American, and the MPAA's Ralph Hetzel in a letter to the New York Times on the artistic and thoughtful qualities of American films cited this picture and "Nine Hours To Rama," which are both drawing Eady money as registered British films. Embassies are now believed to be watching screen credits as avidly as any star, and awkward questions are being asked. . . . The British Travel and Holidays Association guide to Hotels and Restaurants is invaluable. A big problem is finding accommodation in the season for visitors. One starts with the obvious but often has to work down the list. Here all London hotels are shown with all information at a glance as, of course, are most in the UK, which will make it a great help for producers planning locations. Additionally, there are street plans of many towns which will be an aid in visualizing provincial theatre exploitation campaigns. . . . Welcome back to Douglas Bodkin. He has returned from Pinewood Studios to the Rank Overseas publicity team. . . . Look out for STENCH and SMUT or in full, Society for Total Extinction of Non-Comforming Humans and Society for the Monopoly of Universal Technology. They are featured in Peter Rogers' latest mickey-taker, "Carry On Spying," which is now shooting. And on the subject of odd names, Pussy Galore is being joined by Oddjobb in the new James Bond adventure, "Goldfinger." . . . Marble Arch Odeon closes March 22 and will make way for a 20 story building with a 1500 seater on second floor level. The vast Nottingham Odeon is being converted into two theatres. The upper will be for road shows and the lower, general runs.

Texas Drive-In Owners Attend 12th Annual Meet

DALLAS — The Texas Drive-In Theatre Owners Association 12th annual convention is shaping up fine, according to Al Reynolds, president of the outdoor theatre association. The convention is to conclude tomorrow (Feb. 13) at the Statler Hilton Hotel.

Principal speakers include John Rowley, Dallas, president of Theatre Owners of America; Samuel Z. Arkoff, executive vice-president, American International Pictures, who was keynote speaker in the opening session yesterday; Henry Burger, zone manager with Stanley Warner Corporation; Stuart Aarons, counsel, Theatre Owners of America; and Edward S. Redstone, Boston, president, National Association of Concessionaires, among others.

Promising to be present at the presidential banquet and dance tomorrow, unless pressing duties detain him in Austin, is Lieutenant Governor Preston Smith of Lubbock, who is a drive-in owner in his own right. He was the third president of the Association and is presently a director.

Coca-Cola will sponsor the presidential dinner and dance; American International Pictures plans a featured breakfast today; a luncheon is being sponsored by the Pepsi-Cola Co.; a gala luncheon for the ladies by Cohen Candy Co.; and other major events will be sponsored by National Carbon Co. and Motion Picture Alexander Corp. of New Orleans.

$5.50 Top For "Lady"

NEW YORK—The price scale of tickets for the world premiere engagement of the Warner Bros. motion picture production of "My Fair Lady" at the Criterion here will range from $2.50 to $5.50.

"My Fair Lady," starring Audrey Hepburn and Rex Harrison, will open on Oct. 21 this year at the Criterion, where the Technicolor-SuperPanavision 70 film will be presented on a reserved-seat basis, with 10 performances weekly and extra showings during holiday weeks and the summer months.

Tickets for weekday matinees will be sold at $2.50, $3.00 and $4.00. Weekend matinee prices will be $3.00, $3.80 and $4.80. For midweek evening performances, the prices will be $3.00, $4.50 and $5.50. The scale for Friday, Saturday and Sunday evenings, holiday matinees and holiday evenings will be $3.80, $4.80 and $5.50.

Princess Irene, daughter of visiting Queen Frederika, of Greece, recently joined Gregory Peck at a special screening of U's "Captain Newman, M.D." for editors of more than 65 New York City high school newspapers at the U home office.

ALBANY

Film Center was not surprised that 20th-Fox has taken distribution of the horror package of Iselin-Tenney Productions, "The Curse of the Living Corpse" and "The Horror Of Party Beach." It had been rumored on the second floor of the RTA Building for a month that Fox would handle the two films made at Stamford, Conn. The package is initial one for Alan V. Iselin, head, Iselin Theatres, Albany, who with Tenney plans the production of others. . . . The Ladies Auxiliary of Albany Variety Club voted to disband and to give Tent Nine its balance of $150. . . . Assemblyman Luigi R. Marano, chairman, Joint Legislative Committee on Offensive and Obscene Material; and Granville Hicks, Grafton author, discussed "Censorship and Freedom of Expression" over WAST-TV. . . . The New York State Legislature has been asked to appropriate $131,320 for salaries of the Motion Picture Division, State Education for the fiscal year of 1964-65. This includes minor increases for some employees; but the division does not cost the State anything. Fees for the licensing of original films and of prints provide operating costs.

ATLANTA

Flood-lights made the main street of Knoxville, Tenn., look like a Hollywood premiere when the $325,000 new Riviera opened. Mrs. John Duncan, wife of the mayor, cut the tapes to open the theatre, the first constructed there since 1929. More than 800 guests attended and were greeted by president Charles Simpson, Simpson Operating Company, who is also president of Capital Releasing Company, Atlanta. Hugh Rainey, vice president and manager of the Simpson interests in Knoxville, will manage the new house along with the Capri and Tower. . . . Station WJHL-TV, Johnson City, Tenn., was sold to Roy H. Parks, who also owns WNCT-TV, Greenville, N. C. Sale price was $2,171,000. . . . The boards of directors of Coca-Cola Company, Miami, Fla., and Duncan Foods Company, Houston, Texas, have approved a deal subject to ratification by both companies' stockholders, whereby Coca-Cola would acquire Duncan through an exchange of stock. Duncan manufactures and markets several brands of coffee. . . . Jack Riggs, Specialty Booking Service, has taken over the buying and booking for the Georgia and Family Theatres in Statesboro, Ga., owned by Hal Macon. . . . The State, Bessemer, Ala., has closed. . . . George Kirkley, new owner, Troy, Monroe, Ga., has taken over.

BOSTON

Another new theatre opened in Boston, the Paris Theatre. It's opposite the now being constructed Prudential Centre on Boyleston st. It marks the fifth new house in the greater Boston area in the past 18 months. The others include the Park Square Cinema, Kenmore Cinema, New Capri, and Plaza, Chelsea. Paris is the first all-new theatre to be built near the new Prudential Centre, and an invited audience of civic, social, and business dignitaries attended a reception and special preview of the British comedy, "Billy Liar." Designed from the ground up to include all of the latest advances in film projection, sound reproduction, and comfortable seating, the new theatre is a jewel box affair with a glass front. A clear view of the Prudential Tower across the street is obtained from the glass front, and the theatre is topped by fine grillwork that is lighted at night.

Tenn. State Obscenity Law Upset As Judge Rules For Memphis Exhib

MEMPHIS—The indictment charging William W. Kendall, Guild manager, with possessing an obscene film for purposes of exhibiting it has been thrown out of court. Kendall's attorneys contended the state law under which Kendall was charged was unconstitutional. The prosecutors state they will appeal the case to the State Supreme Court.

The 39-year-old art house manager was charged for showing "I Spit On Your Grave," a French-made film that depicts questionable morals of a southern town, supposedly Memphis.

Attorneys George W. Grider and Michael Cody in their brief for the manager charged:

1. The state law on which the indictment is based violates the 14th Amendment to the U. S. Constitution. The amendment guarantees due process of law and equal protection under the law.
2. It violates the right to free speech, guaranteed by both state and federal constitutions.
3. The U. S. Supreme Court has ruled that a person cannot be convicted of selling an obscene book, whether he knows the book is obscene or not.
4. The state law is so indefinite and vague that it does not meet the legal test of notifying a citizen what he cannot do without giving him a reasonable opportunity to avoid doing it.
5. The law the indictment is based on is null and void because it violates Article 1 of the U. S. Constitution, which reserves to Congress the exclusive power to regulate commerce with foreign nations.
6. The film is not obscene as a matter of law, under recent U. S. Supreme Court rulings.

Vice squad detectives seized the film in December, 1962, at the Studio, closed in 1963 by Kendall because of censorship problems. At the time of the seizure, Kendall was arrested.

The Judge trying the case declared the state law unconstitutional, and refused a demand by the state that a jury act on the case. He stated: "The Supreme Court has ruled four square against such laws. In order for the state law to be valid, it would have to provide that the theatre owner knowingly possessed and exhibited an obscene picture."

If the theatre operator possessed and exhibited a picture without actually knowing it was obscene, he could not be convicted.

The Judge quoted from a Supreme Court opinion, stating: "Fundamental freedom of speech and press are indispensable to the growth of our society. Though the heavens fall, if the statute is unconstitutional it is my duty to declare it so."

Had the case come to trial, attorney Grider planned to use 15 movies as testimony in the case. The films the attorney planned to exhibit included "The Chapman Report," "Splendor in the Grass," "The Interns," "Under the Yum Yum Tree," "Cleopatra," "Peyton Place," "Toys in the Attic," "Irma La Douce," "The Vampire and the Ballerina," "Phaedra," "Never on Sunday," "Lover, Come Back," "No Exit," "La Dolce Vita," and "Les Liaison Dangereuses."

Kendall expressed pleasant surprise at the decision, stating: "I admire the judge's courage."

BUFFALO

The Teck, operated by Loew's Theatres, Inc., has reopened with "Charade", moved there from the Buffalo, where it had run since Christmas Day. Closed since July, the Teck was scheduled to reopen Christmas Day but remained shut because of a labor dispute with Local 233, Motion Picture Operators. The Teck is now putting on three evening shows Monday through Friday and will operate an afternoon and evening schedule on week-ends. Tom Harmon is the new manager at the Teck. . . . The Feb. 25 closed circuit telecast of the Sonny Liston-Cassius Clay heavyweight title fight will be presented at the Paramount and Century, and it is reported that plans are under way to bring the bout to the Shea Buffalo screen also. . . . The opening date for United Artists much applauded "Tom Jones" was advanced for the second time. It opened Feb. 5 at the Dipson Amherst, Buffalo's city line, and the Martina Cinema. downtown Buffalo. . . . Rochester has sold its pigeonhole parking garage site to the developers of the proposed Xerox Square for $342.316.49. The city retains the structure. Herbert E. Wilson, president of Central City Holding Corporation, which bought the land, said the garage probably will be taken down in the spring. Purchase of the garage site leaves one more parcel to be acquired for the $10,000,000 Xerox complex, Loew's theatre. Wilson said Central City will buy the Loew's site early in 1966. Loew's has been operating their theatre in Kodak Town for many years. Lester Pollack was manager of the house for many years. About a year ago, he resigned to accept the manager post of the big war Memorial

The Heart of Show Business
Variety Club

Buffalo's Variety Club Tent Seven recently held its annual combined installation of officers in the clubrooms, and seen, left to right, are Thomas W. Fenno, newly elected chief barker; Miss Giannina Pappalardo, re-elected president of the Women's League of Variety; and outgoing chief barker Nathan R. Dickman.

WANTED:
MULTIPLE OPERATIONS GENERAL MANAGER
Philadelphia area, heavy drive-in experience. All-around top man. Immediate 52 week employment. $200 weekly salary plus bonus and stock options.
NORTHEASTERN THEATRE MANAGEMENT CORP.
251 N. 13th St., Phila., Pa. 19107—LO 3-5827

building. Bill Laney now is managing the theatre. He formerly held a similar post at the Teck in Buffalo. . . . Morris P. Slotnick announced that he has signed contract for the Rochester premiere at his Fine Arts in March of Stanley Kubrick's "Dr. Strangelove." . . . Joseph E. Fox, canvassman of Tent 7, Variety Club of Buffalo, will retire April 1 as manager of the Neisner store. . . . "Tom Jones" and "Merlin Jones" will both be arriving on Rochester screens the second week of February, and in sister theatres of the Schine circuit. "Tom Jones" will open at the Riviera Feb. 12, and "The Misadventures of Merlin Jones" starts Feb. 11 at the Monroe. . . . Suzy Towner, for the last two years secretary of Movies on a Shoestring, an annual event in the George Eastman House in Rochester, is leaving the post and also leaving Kodak. She and her husband are moving into a new home some 75 miles south of Rochester, where hubby will be employed. . . . The 1964 Telethon, staged by Tent 7, Variety Club of Buffalo, was a huge success. It beat the 1963 event, tacking up over $130,000 in pledges. The 1963 figure was a bit over $125,000. The Telethon was staged for the benefit of the Rehabilitation Center of the Children's Hospital. The Telethon started at 10:30 p.m. Saturday and continued until 4 p.m. Sunday, being extended one hour by officials of WKBW-TV, to take care of the flood of last minute pledges. WKBW-TV telecast the event, and many stars of screen, stage, and television helped put over the Telethon, including Mary Ann Mobley, Tim Considine, Janice Harper, Robert Reed, Billy Lee, Vince Mauro, Vic Marrow, and Fletcher Fist. Nathan Dickman, past chief barker, was general charman, and Thomas Fenno, 1964 chief barker. was enthusiastic in his praise of all those who helped attain the record figure.

CHARLOTTE

Mrs. William Chance, who with her late husband owned and operated the Osbunn and the West End at Hillsboro, N. C., was selected by the Hillsboro Journal as Hillsboro's housewife of the week. . . . The Charlotte, Charlotte, closed for an extensive remodeling program, and when it reopens it will show a new type of films, according to S. W. Craver, owner. Craver said the house was "pretty well run-down and badly needing renovation," and "I decided to close it rather than patch it up a little at a time." He said it "will be modernized from the front door to the back, and reopened in a month or six weeks. As small as it is, we can't compete with the super-deluxe first runs, but we plan to have a high-class line of second-runs and to bring the biggest and best pictures back. . . . The Village, Raleigh, N. C., has launched an extensive renovation and expansion program that will include the installation of new "rocking type seats" throughout the auditorium. Manager Leonard Register said the new seats will be unique in North Carolina. In addition, plans call for a new, wider screen; expansion of the lobby to make it three or four times larger than it is now; installation of new and larger concession stands; and new carpeting and lighting fixtures. The box office also is being moved from the east to the north side of the house to encourage parking on that side of the building, and an exit just off the lobby will be closed and the manager's office relocated. The Village, located in the Cameron Village Shopping Center, is 13 years old and seats 650 persons. It is owned by Consolidated Theatres, Inc., and does not expect to close during the period of renovation. The work is expected to be completed by March 1.

International film star Alain Delon, currently on a nation-wide tour on behalf of MGM's "Any Number Can Win," was honored recently in Washington, D. C., at a reception given by the French Ambassador and Mme. Herve Alphand at the French Embassy.

CHICAGO

William McCracken and Ethel Pastor have been named managers of World Playhouse theatre. . . . Teitel Film Corporation has moved its sales offices to 322 West Armitage, where offices of the theatre circuit are also located. . . . Members and officers of Moving Picture Operators' Union, Local 110, have approved $20 increase in retirement checks, bringing the monthly retirement checks to $120. . . . Lucia Perrigo, former film editor, and her husband, Howdee Meyers ,have completed their travel film, "Once Upon a Royal River," which premiered at the North Shore Country Day School. Proceeds from the benefit showing will go to Winnetka's Women's Board of Lawrence Hall. . . . Herbert Hardtke has been named booker at the 20th-Fox exchange. . . . Chicago's Navy Pier will once again become a place of amusement when the University of Illinois gives up their space there. These plans were announced by Mayor Richard Daley. . . . Carroll Nyquist has been named production manager at Cenco Films Co. The company has enlarged its production studios. . . . Boyd Hill, architect here for the last 40 years, and designer of plans for several Chicago amusement buildings, including the recently sold Aragon, died after a short illness at the Evanston, Ill., hospital. . . . John Fett has been named manager, Palace, under Wirtz-Coston management. The house, closed for several months, is being completely refurbished for early spring opening with the premiere of "The Fall of the Roman Empire" on a reserved seat basis. . . . Howard theatre, dropped from the B and K Circuit along with the Tivoli, Terminal, and Marbro during the past year, leaves 26 theaters under Chicago territory management of the B and K circuit. As was reported earlier, the Howard building is owned by Phillips Co., under management of Ronald Kuhlman. . . . Kohlberg Theatres have broken ground for its new 1800 expansion-top theatre to be built in Lincolnwood, Ill. The building contract was given to Hoffberg Construction Co., on plans submitted by Myles Belongia, architect. . . . Edward S. Redstone. president of NAC, will address the convention of the Texas Drive-In Theatre Owners Association on Feb. 13 at Statler-Hilton Hotel, Dallas. . . . Alliance Amusement Company are opening the following outdoor theatres: Marion Drive-In, Marion, Ill.; North Crest, Ft. Wayne, Ind.; and North, Kokomo, Ind. . . . Palace suit against Fox and Balaban and Katz has been set for trial hearing on Feb. 17 in the U.S. District Court, Julius Hoffman,judge, presiding.

CINCINNATI

Refurbishing of the Times Theatre is about completed for the opening of "Tom Jones" Feb. 13. To be finished is the marquee which will certainly brighten the corner of Sixth and Walnut. A cocktail party was scheduled for Feb. 11 when the house was to be open for inspection for civic officials, the press, and tv-radio members, to be followed the next night with the invitational preview of the film. . . . Paula Prentiss had a luncheon with the press, appeared on tv and radio to promote "Man's Favorite Sport," which opens at the Keith within several weeks. . . . Variety Tent Three has scheduled a formal dinner-dance at the Vernon Manor for March 14. . . . Marie Haller, Universal inspector, has retired after 27 years on Film Row. . . . Mail orders are now being accepted for heavyweight championship fight between Sonny Liston and Cassius Clay over tv circuit at the RKO Albee, Feb. 25.

COLUMBUS, O.

The Ohio plans to show a return engagement of "Requiem For a Heavyweight" for one showing before the closed-circuit telecast Feb. 25 of the Sonny Liston-Cassius Clay heavyweight fight. . . . Bill Hayes, in the cast of "The Cardinal," is appearing at the Maramor supper club here. . . . Jimmy Rea, operator of the Free Christian Drive-In, will open the 1964 summer season May 2 with the Billy Graham feature, "Lucia." . . . RKO Grand ended its record-breaking 10-months' run of the Cinerama feature, "How The West Was Won," Feb. 11. The run is the longest in Columbus film history. The Grand is closed until the Feb. 18 opening of "It's a Mad, Mad, Mad, Mad World." The single lens Cinerama system is being installed. . . . The Ohio Supreme Court rejected an appeal by the Shea Theatre Corp. in a damage suit brought by Mrs. Estelle Solley of New Philadelphia. She sued the Shea Theatre in New Philadelphia after she fell and injured herself at the theatre. The Tuscarawas County Common Pleas Court ruled that the woman was negligent and decided in favor of the theatre firm. That decision was reversed by the appeals court on the grounds that there was inconclusive proof of the woman's negligence.

DALLAS

C. D. Leon and James McQuad, Leon Theatres, have started construction of the first drive-in in the southwest equipped for showing of 35mm and 70mm films. To be called the Town and Country Drive-In, it is scheduled to be completed by spring. Plans call for a 1,000 car capacity. Commercial Theatre Construction Co., Dallas, has been awarded the contract for the work. This is the first new drive-in to be built in this area in several years. . . . "The Fall of the Roman Empire" will open at the Tower on April 9 as a reserved seat, roadshow attraction following completion of negotiations by Raymond Willie, vice-president and general manager of Interstate Theatres. The agreement signed by Willie with Paramount Pictures calls for 10 showings weekly. . . . Samuel Z. Arkoff, executive vice president of American International Pictures, has been invited to deliver the keynote speech at the annual convention of the Texas Drive-In Theatre Owners Association which is to be held here from Feb. 10 to 13. The convention is also scheduled to honor AIP for its contributions to the motion picture industry. . . . Bernard Brager, manager of the local Paramount exchange has announced the promotion of Paul Rice from sales manager, the post formerly held by Wayland Lillard, transferred to Memphis as manager. Rice recently came here from Oklahoma City, and becomes assistant manager. Gerry Haile, a salesman and long time employee of Paramount will become sales manager. E. C. Elder will take over duties as salesman with Paramount. Elder was previously with Monogram and Universal. . . . The first Dallas showing of "The Comedy of Terrors" was given a multiple opening at 10 theatres.

DENVER

The RKO International 70 will begin a reserved seat policy April 22 with the opening of Paramount's "Becket," according to manager William T. Hastings. . . . Herb Gumper, LaJara, LaJara, Colo., was in the city, as were Palmer Allen, Del Mar, Morrill, Nebr.; Tom Poulos, Paonia, Colo.; and Nora Wright, Grand, Flagler. So was Frank Childs, former film man, now operating the Starlight Drive-In, Sterling, Colo. . . . Dick Klein, Trojan and Star Vu Drive-In, Longmont, Colo., has been joined by Paul Campbell, who formerly supervised the Wolfberk Drive-Ins in Denver. . . . Robert Aydelotte, son of Frank Aydelotte, Aggie Theatre, Ft. Collins, Colo., was recently married. . . . Fred Knill's grandson Dennis was voted Reserve Junior Champion Rider at the National Western Stock Show here this year. Knill, quite a horseman himself, has two of his fine steeds to win ribbons in the big show. . . . Ed Rolander, manager, died recently. He had been with the circuit Black Hills Amusement Co.'s Pines Drive-In, for the past 12 years. . . . Norman Robbins, vice-president in charge of operations for National Screen Service, was in Denver conferring with Jack Lustig, local branch manager. . . . MGM's Lou Formato, assistant general sales manager; Fred Hull, divisional manager; and Sal Gandia, assistant manager of branch operations, were in this Mile High City conferring with branch manager George Fisher.

DETROIT

Previously recorded in these columns was the Mt. Clemens, Mich., account of the boxoffice aches suffered by Community Theatres in the building housing the Jewel inflicted by pet shop operator Richard Kulik. Theatre operation had not been helped by the alleged display in the store window of snakes eating small animals, plus release of a story of the escape of a dangerous large reptile, presumably on the premises, capable of attacking, killing, and devouring small children. Subsequently, he was fined $100, charged with keeping dead animals more than 24 hours, and illegally displaying wild animals. Operators Adolph and Irving Goldberg thought they were rid of their non-business-boosting tenant by eviction, but there remained unpleasant aftermaths. Kulik has again been hauled into court, this time by president Frank Lohr, Macomb County Humane Society. He is accused of starving animals, and leaving them dead in the closed pet shop. He pleaded innocent in the Mt. Clemens Municipal Court to a charge of cruelty to animals. He is under $250 personal bond until trial. . . . In Jackson, Mich., Jack and Jay Phillips, who have operated the Bel-Air Drive-In for the past decade, have sold it to veteran exhibitor Elton L. Samuels. Presently closed, it will reopen March 27. Samuels, who also owns the Jackson Drive-In, will reopen it March 13. About a year ago, Samuels disposed of the Miracle Mile outdoorer in Pontiac, and the Waterford fresh airer in Waterford to Redstone of Boston. Through Clark Theatre Service of Detroit, which handles Samuels' buying and booking, notice has been served on distributors that the Bel-Air is in contention for first-run product. . . . "Brighty of Grand Canyon," a children's book is to be made into a feature film. A Birmingham, Mich., concern, Paragon Productions, which has hitherto confined its activities to pictures for educational purposes, business, and tv, is embarking on the project. Later this year, it will be shot on location in Grand Canyon National Park. The producer will be Stephen F. Booth. He is a part of the family which operates the "Detroit News." He is also active in advertising.

HOUSTON

The Gulf States Theatres recently took over the operation of the Sharpstown Drive-In as their first entry into the Texas territory. . . . Hollywood motion picture star Joseph Cotton and his wife, Patricia Medina, arrived here to appear on stage of the Music Hall in "Seven Ways of Love," a two character revue. . . . A double world premiere of "The Brass Bottle," comedy starring Tony Randall, and of a "magic carpet" aeromobile has been announced by Homer McCallon, manager, Loew's State, for Feb. 12. The picture will be presented on the screen of the theatre, with "harem princesses" from all over Texas and a troupe of professional Oriental dancers in attendance. The aeromobile, which floats above the street and which is being equipped by Universal Studios with a Persian rug to make it fit the notion of the famous "flying magic carpet," will be seen in the cavalcade preceding the movie premiere. . . . Pat Wayne represented his father, John Wayne, at the Farm and Ranch Club Go Texan Jamboree. On the same plane with Wayne were Chill Wills and actress Barbara Eden, who were en route to Florida.

JACKSONVLLE

Ray Knight, Jacksonville Journal columnist, journeyed to nearby St. Augustine to write a column about Soupy Sales, tv's famous pie-thrower who was there to appear in a Route 66 episode for Screen Gems, and Ray's face ended up as a target for one of Soupy's pies, which gave him a realistic approach to his subject. . . . Johnny Tomlinson, outgoing Warner Bros. manager, was the guest of honor at a surprise farewell party given by the Warners staff, and they also christened his new independent booking office on the second floor of the Florida Theatre Bldg. by presenting him with an ornate office clock. . . . Carroll Ogburn, new Warner Bros. manager here, has scheduled a VIP screening of "Ensign Pulver," the sequel to "Mister Roberts," for the morning of Feb. 18 in the Florida Theatre. . . . Mrs. Anne Dillon, former WOMPI president, was honored by the Jacksonville Woman's Club and received a citation as one of the community's most distinguished business women. Anne is now managing the French Quarter, a local $1,500,000 apartment complex in nearby Arlington. . . . Charley King, AIP manager, and Mrs. King left to attend the Mardi Gras in New Orleans as the guests of Woolner Bros., and Al Swaboda, AIP salesman, planed to California for a business visit at the AIP home office in Hollywood, leaving Leonard Adams, AIP booker, to mind the store. . . . K. T. Barfield has acquired the Gulf-to-Bay Drive-In at Clearwater from C. C. Shingler. Barfield will book the outdoorer, formerly booked by Bud Chalmers. . . . It is reported that 20th-Fox's cashier department will be moved back to this city from New Orleans. . . . Bob Bowers ,Allied Artists manager, returned from a business trip to Atlanta, and Harry Clark, AA salesman, left for visits with exhibitors in the Leesburg and Ocala areas. . . . Patty Hart, daughter of John Hart, national Co-WOMPI chairman, and Mary Hart, local WOMPI finance chairman, is one of a select group of high school history students who will spend several days in Washington, D. C., as the guests of Rep. Charles Bennett, who has arranged a trip to the White House for the students. . . . Local WOMPI members have officially adopted an orphaned five-year-old Korean girl under the Foster Parents Plan. . . . WOMPI gatherings for the month include a board meeting on Feb. 11 and a general membership session

CLARK
TRANSFER
INC.

829 N. 29th St.
Philadelphia, Pa. 19130
CEnter 2-3100

1638 Third St., N.E.
Washington, D. C. 20002
DUpont 7-7200

David E.
BRODSKY
Associates
THEATRICAL INTERIOR DECORATOR
242 N. 13th St. LO 4-1188-89 Phila. 7, Pa.
PAINTING • DRAPERIES • MURALS
STAGE SETTINGS • WALL COVERINGS

PROGRESSIVE ELECTRIC
CONSTRUCTION CO. INC.
240 N. 13th ST. • PHILADELPHIA 7, PA.
*Theatre Installations
and Maintenance*

on Feb. 25. . . . Local WOMPIs have joined together through president Ida Belle Levey in sending congratulatory messages to Grace Blaney, president of the new Chicago chapter, prior to the group's charter and installation dinner on Feb. 15. . . . Lillian Woodruff, local WOMPI service chairman, awarded a special citation to Betty Healy for her devotion to the March of Dimes charity drive.

MIAMI, FLA.

Flames gutted the Florida, Hollywood, leaving only the walls of the 26-year-old building standing. The theatre had been closed for an hour, and no one was in the building when it burned in the early morning hours, according to manager Hal Stanton. Estimated damage was close to $250,000, for both building and contents. Investigators suspected electrical problems in the rooftop air conditioner. Firemen from Hollywood, Dania, West Hollywood, and Miramar fought successfully in 34-degree temperatures to save the rest of the block. Lt. Joseph Mannes of the Hollywood Fire Dept. said, "The heat was terrific. As the first truck arrived, the heat blew the front door out sending glass clear across Hollywood Boulevard." Hal Stanton, manager, stated that although no location had been specified, Florida State Theatres would build a new theatre in Hollywood. . . . Mary Lawrence, Sunset, was first prize winner in the quarterly "Manager-Plus" contest, this being her second time to win.

NEW HAVEN-HARTFORD

Stepping up import content, RKO General, Inc., owner-operator of WHCT-TV (channel 8), Hartford, has bought a group of award-winning pictures from Russia, India, and Italy for presentation via America's first over-the-air subscription tv experiment. These films will be shown in Hartford for the first time via subscription tv. Bulk of product in recent months, of course, has consisted of domestic reissues or subsequent-run attractions. . . . . William Decker, Stanley Warner Hartford resident manager, envisions a six-week delay in American bow of German-developed Wonderama, introduced via Continental Distributing's, "Mediterranean Holiday." Film will have its premiere at the downtown, deluxe Strand. . . . R. Charles Tolis, Tolis Theatres, hosted Meriden's schoolboy patrol at a screening of Walt Disney's "The Sword in the Stone," at the Meriden, Meriden. . . . Peter Perakos, Jr., office manager, Perakos Theatre Associates, is a Republican candidate for the New Britain Board of Tax Review in the April city election. Perakos is currently serving as New Britain's city comptroller, a post he has publicly recommended be abolished. . . . Bucky Harris, Universal field exploitation force, visited Connecticut drama desks ahead of "Captain Newman, M.D."

John Turner, at one time Philadelphia branch manager, United Artists, was recently named metropolitan manager in New York for the company succeeding D. J. Edele, who has been named division manager of the newly created central division.

NEW ORLEANS

Rene Brunet, owner, Famous, held a March of Dimes matinee at the theatre. There was no set admission, but all proceeds went to the MOD. . . . Mrs. Catherine Bonneval, United Artists, was reelected president of Local F-57, Exchange Employes. Others who have returned to office are Mrs. Catherine d'Alfonso, Warners, secretary; Anna C. Leggett, MGM, treasurer; Joe Springer, Warners, business agent; Mrs. Lillian Gracianette, United Artists, and Armand Portie, MGM, sergeants-at-arms. Mrs. Leona Schmitt was elected vice-president. . . . The husband of Anna Sinopoli, Universal booker, is back in the hospital with a heart condition. . . . Charles Varnado, for the past four years sales manager at Warners' Boston exchange, is back with the local branch on the sales force, where he succeeded Ed Fitzgerald, who was moved to Atlanta as branch manager. . . . Mrs. Gloria Lutenbacher, Joy Theatres staff, was welcomed into the WOMPI fold.

PHILADELPHIA

Variety Club Tent 13 will hold a sweetheart's Valentine Dance in the clubrooms on Feb. 15. . . . Publicist Hal Marshall and 20th-Fox branch manager Sam E. Diemond held a seminar on "What A Way To Go" and presented the new look in "Cleopatra" advertising designed for the broader release of the film at the Vine Street Screening Room followed by a luncheon. . . . Warner Brothers will hold a trade screening of "Ensign Pulver" at the SW Logan on Feb. 18. . . . On the sick list was Joseph Suskin in University Hospital.

SAN ANTONIO

The Gulf States Theatres, with headquarters at McComb, Miss., have taken over the Kelly, Lackland, and Parkaire Drive-Ins, which have been operated by the Stanley Warner of Texas circuit, with headquarters in Dallas. Jim DeNeve, general manager for Gulf States, was here to take over the theatres. No announcement has been made who will be in charge of the theatres. Gulf States has 70 theatres or more in Louisiana, Texas, Florida, Mississippi, and Alabama. . . . Herman Sollock, manager of the Woodlawn, operated by the Cinema Arts Theatres, has placed some 25,000 discount coupons at local churches and schools for those who may wish to see the Woodlawn attraction, "Lilies of the Field." . . . Slim Pickens, the cowboy, who last appeared here as a rodeo rider with Rex Allen at the San Antonio Livestock Exposition several years ago, was back in the city on a promotional tour for "Dr. Strangelove, or: How I Learned to Stop Worrying and Love the Bomb." . . . "How The West Was Won" has been booked at the Aztec for showing on March 26, according to Norman Schwartz. The film will not be shown in the original Cinerama version. There will be three showings daily. Work is nearing completion on the new and modern concession stand being installed in the lobby of the Aztec. . . . Mr. and Mrs. Eddie Martinez were winners in the recent H.E.B. Food Stores "Who's Minding the Store?" contest held in conjunction with the Jerry Lewis film shown at the Texas. The prize included $100 in cash and $100 in grocery gift certificates, with Martinez serving as manager of one of the food stores for a day. . . . Top winner in the Fall Film Festival Contest, sponsored by the San Antonio Express and Evening News and Interstate Theatres was Lois Parkhouse. She received a $100 cash prize. Second, third and fourth place winners are Eanes B. Brophy, recipient of a six month Interstate Theatres pass for two; P. J. Poloskey, who received a three month movie pass; and Mrs. Arlene Brackeen, who was awarded a two month pass. . . . Russ Harvey, star, producer, and director of "No Man's Land," which was filmed here several years ago, is now building a studio here for the production of films. He recently completed another picture, "Dungeon of Horror," at the Pat Boyette studios, which is to be released soon.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

You only need three of the above
letters to spell more profits from your
concessions — and they are A B C.
(And we do the job from A to Z)

ABC

ABC VENDING CORPORATION
BERLO DIVISION
333 SOUTH BROAD STREET, PHILADELPHIA 7, PA.
Offices in all Principal Cities

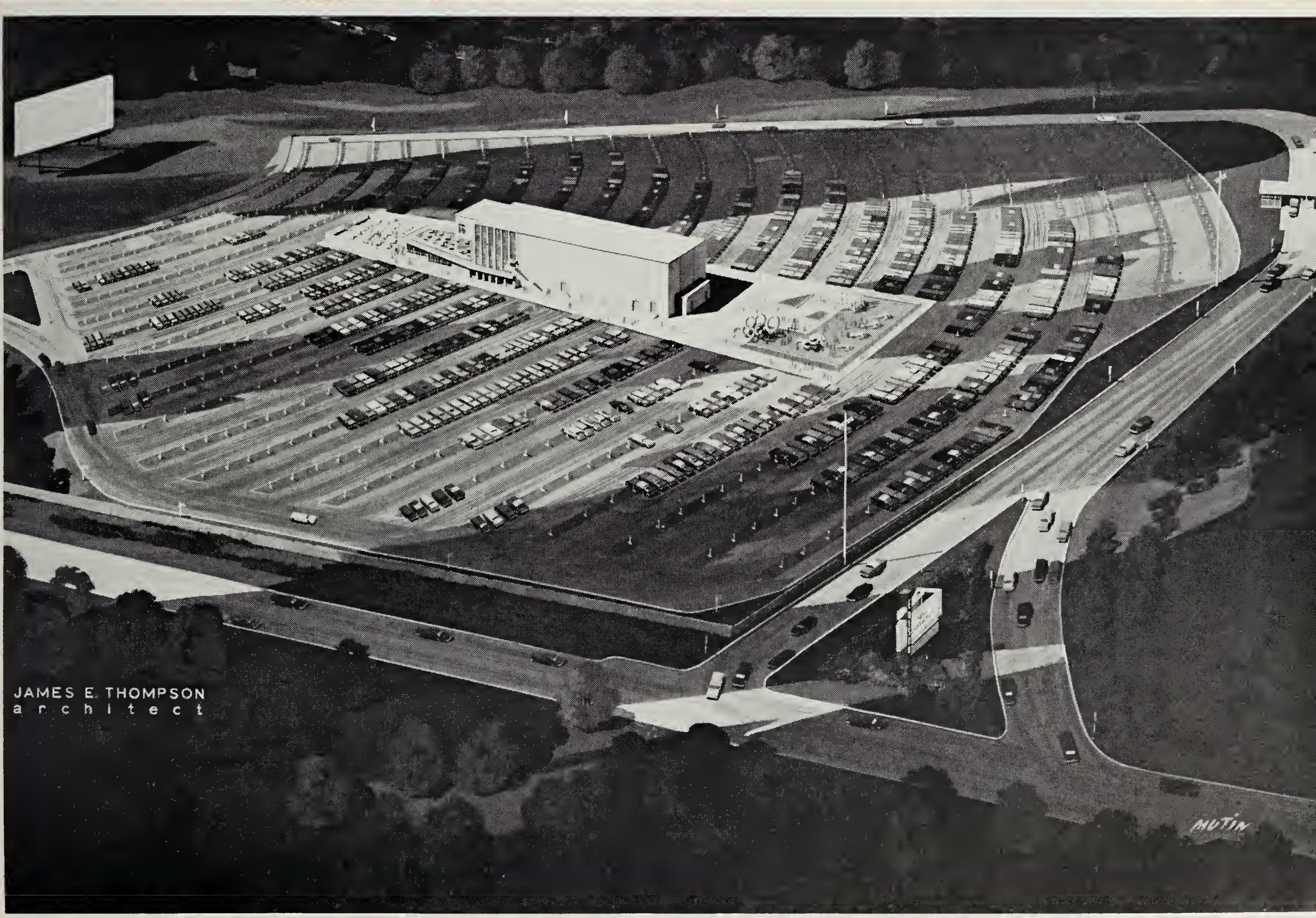
Drive-In Issue:

New Entertainment Centers *Page PE-8*
Bouncy Refreshment Operation *Page PE-10*
Ballantyne Transistor Amp *Page PE-14*
Colorful Career Ends *Page PE-16*

PHYSICAL THEATRE

•

EXTRA PROFITS



COVER PHOTO • Aerial view of the Edison-Plainfield combination indoor-outdoor theatre shows multi-purpose auditorium structure housing twin booth and large concession areas. See complete story beginning Page PE-8.

Volume 19 **Number 2**
February 12, 1964

A once-a-month combined department of Motion Picture Exhibitor devoted to the physical structure of the conventional and drive-in theatre, its design, equipment and furnishings, with a special section emphasizing theatre refreshment operations and management.

"COCA-COLA" AND "COKE" ARE REGISTERED TRADE-MARKS WHICH IDENTIFY ONLY THE PRODUCT OF THE COCA-COLA COMPANY.

DRINK
Coca-Cola
ENJOY
Coke

Coke means only Coca-Cola

Coke is Coca-Cola — and nothing else! Coke and Coca-Cola are brand names identifying the same product of The Coca-Cola Company. A product consumed in more than 125 countries, enjoyed over 75 million times a day. With brand acceptance like that, it makes sense to serve and promote Coca-Cola. Often referred to as "Coke."

things go better with Coke
TRADE-MARK ®

Drink Coca-Cola
TRADE-MARK ®

The *Beautiful* New

Strong FUTURA

PROJECTION ARC LAMP

A Product of

The *Strong* Electric Corporation

21 City Park Avenue • Toledo, Ohio 43601

Phone: (419) 248-3741

Brochure on request

MORE LIGHT

for all indoor theatre screens up to 65 feet and drive-in screens up to 120 feet.

LESS COST

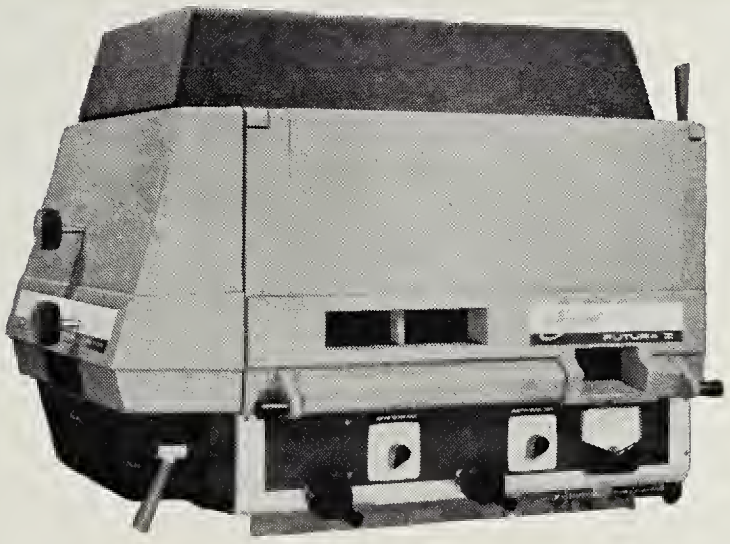
to buy and less to use. Efficient utilization of standard 20-inch carbons insures THE GREATEST AMOUNT OF LIGHT EVER DELIVERED PER CARBON DOLLAR. Permits projection of an extra reel per carbon.

WIDER USE

Matches the optical requirements of all 35mm and 70mm projectors. A single knob allows instant change between film widths. A calibrated scale with reference pointer facilitates precise reset of burner focus . . . a Strong exclusive.

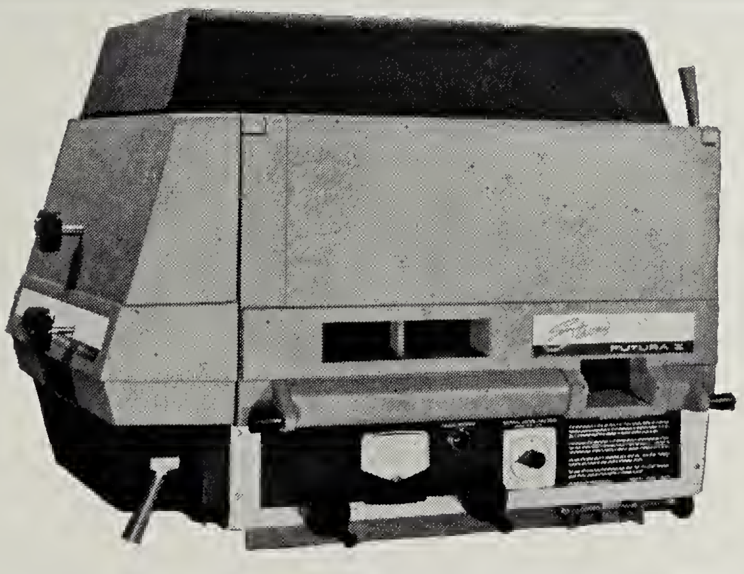
GREATER CONVENIENCE

Unit construction permits instant removal of components for cleaning and inspection. 25% lower silhouette permits easy installation in low-ceiling projection rooms.



The FUTURA I

for utmost economy in operation with standard 11mm carbon trim burning at 75 to 105 amperes.



The FUTURA II

with automatic crater positioner for 13.6mm carbon trim burning at 120 to 160 amperes, or for 11mm carbon trim burning at 100 to 125 amperes.

MORE FEATURES

New type relocated arc imager system eliminates parallax. Big 18-inch first surface Strong Tufcold reflectors used in lamps operating above 95 amperes assure lower aperture temperatures. Silvered reflectors used in lamps burning under 95 amperes. Streamlined ammeter for reading arc current. Automatic trimming light. Inside dowser system.

THIS IS THE TICKET

Good for First-Class transportation to bigger sales and higher profits — when you reserve a prominent place for Dr Pepper in your vending machines.

People everywhere are saying, "It's different . . . I like it," about Dr Pepper. Not a cola . . . not a root beer, Dr Pepper has that distinctively different taste that folks go for in a big way. And the sales records prove it! For more than 14 years, Dr Pepper fountain-vending sales have been jetting past all previous records! Climb aboard the big profit rocket! Give your customers what they want by having Dr Pepper in your vending machines and snack bar dispensers. Get Dr Pepper now! For more information write to Fountain-Vending Division, Dr Pepper Company, P. O. Box 5086, Dallas, Texas.

now available . . . . . .

dietetic

Dr Pepper

same great name

same great flavor!

only 1/3 calorie per ounce

Dr Pepper Company, Dallas, Texas, 1964

Editorial

Sophisticated D-I's . . .

COMPARED with a visit to a downtown theatre, a trip to the local drive-in has traditionally meant "roughing it." This hot dogs and blue jeans image has done much to heighten the appeal of a night at the movies in the most informal attire to many patrons.

Of course, not everyone is allergic to neckties. Those who enjoy dressing up to go out, therefore, find little to attract them in the outdoor theatre. To the man looking over an area with a mind to building a theatre, this difference in audience appeals has represented a real problem.

Many locations offering the prospective builder an option of erecting either an indoor house or a drive-in may now be turned into combination, all-weather type operations such as the twin theatres featured in this issue. The many novel extras offered by the indoor-outdoor operation are strong selling points in its favor. Rooftop dining, a wider line of food items, enclosed outdoor observation areas for those who do not like to sit in their car and watch a movie, and the knowledge that one could move into an indoor theatre should it begin to rain will draw many patrons who would normally avoid a drive-in.

It might also stimulate some outdoor operators with large properties to construct new auditoriums on their present sites.

The economics of operating an indoor-outdoor appear to be quite favorable.

Fewer men could be employed to handle the projection chores in these new, twin booths than are required to work two separate situations. Personnel employed in selling tickets and in the concession operation of a theatre would serve a dual function in the indoor-drive-ins. Then there is the alluring prospect of the larger concession profit taken by D-I operators extended to indoor theatre patrons using the outdoor concession stand for refreshments.

Some imaginative individuals already conceive of entertainment centers with first class restaurants where patrons could dine in small, intimate lounges while watching the picture via closed circuit TV transmission.

Wherever the new construction trend leads, theatremen must admit to its many attractive possibilities. Now that the importance of the suburban, automobile-dependent audience has been established, we will have to discover new appeals to keep them coming back. In many ways, the all-weather theatre could prove one of the most feasible.

PHYSICAL THEATRE • EXTRA PROFITS • Sectional department of MOTION PICTURE EXHIBITOR, published once a month by Jay Emanuel Publications, Inc., 317 North Broad Street, Philadelphia 7, Pennsylvania, 19107. All contents copyrighted and all reprint rights reserved.

Al deProspero, editor

MASSEY's MASTER TOUCHES
add elegance to
LONG SERVICE in SEATING

The unique skill of ideally combining beauty and quality with built-in durability is a special MASSEY talent. In fact, these are the qualities which distinguish MASSEY installations and have been their best source of recommendation. They further prove that finer quality needn't be expensive. And your show needn't be interrupted, either.

Why not call us?

now featuring

MASCOFOAM SEAT CUSHIONS

More durable, more comfortable, safer. Fire & moth-resistant, won't lump, sag or mat. Moulded to "breathe" and may be cleaned. Ask for samples.

MANUFACTURERS:

Foam rubber & Spring cushions; coverings.

DISTRIBUTORS:

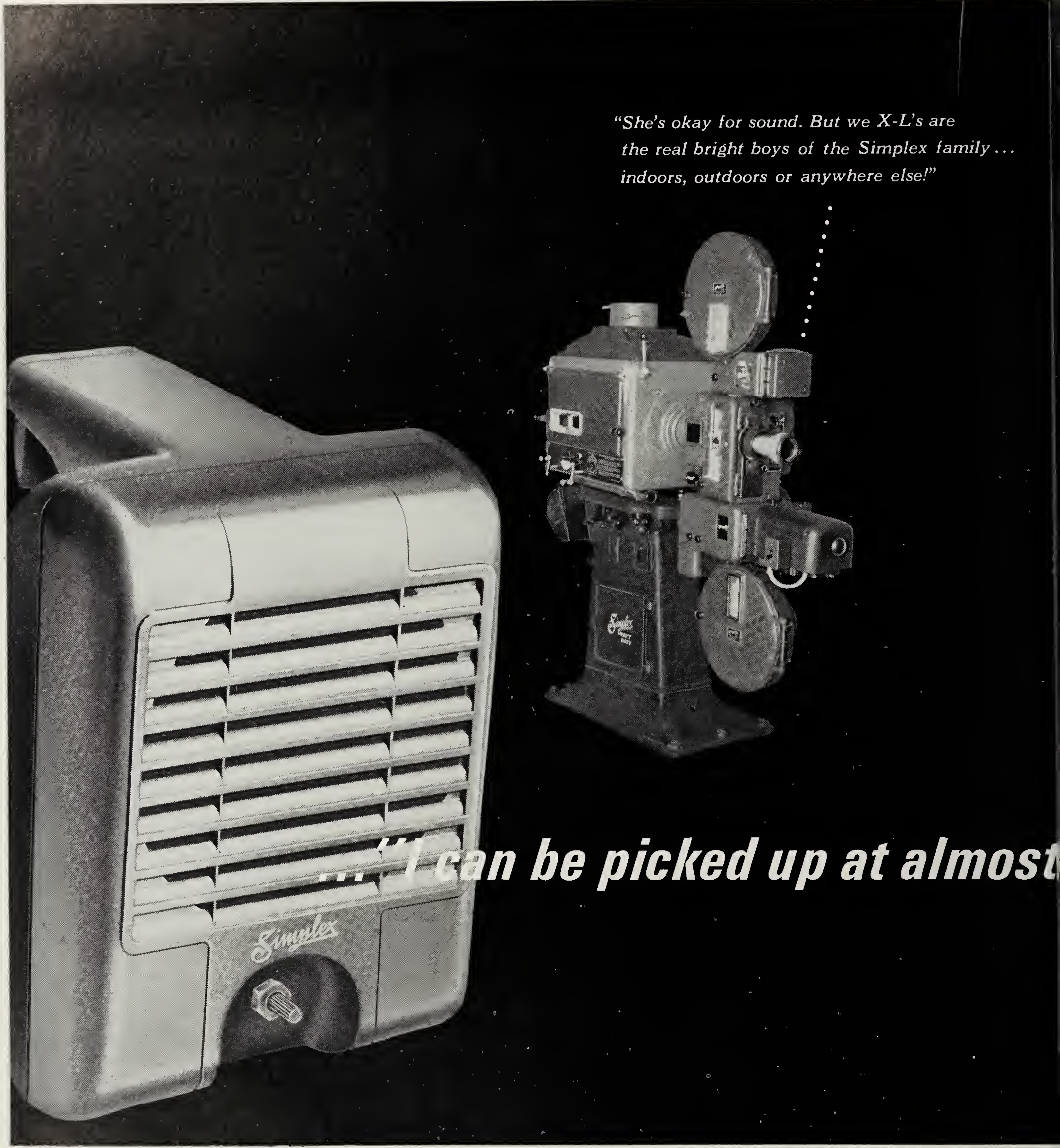
Upholstery fabrics, general seat supplies.

MASSEY
SEATING CO.
100 Taylor St., Nashville, Tenn.
Phone: Chapel 2-2561

For the Best in
**THEATRE FORMS
and SYSTEMS**

★

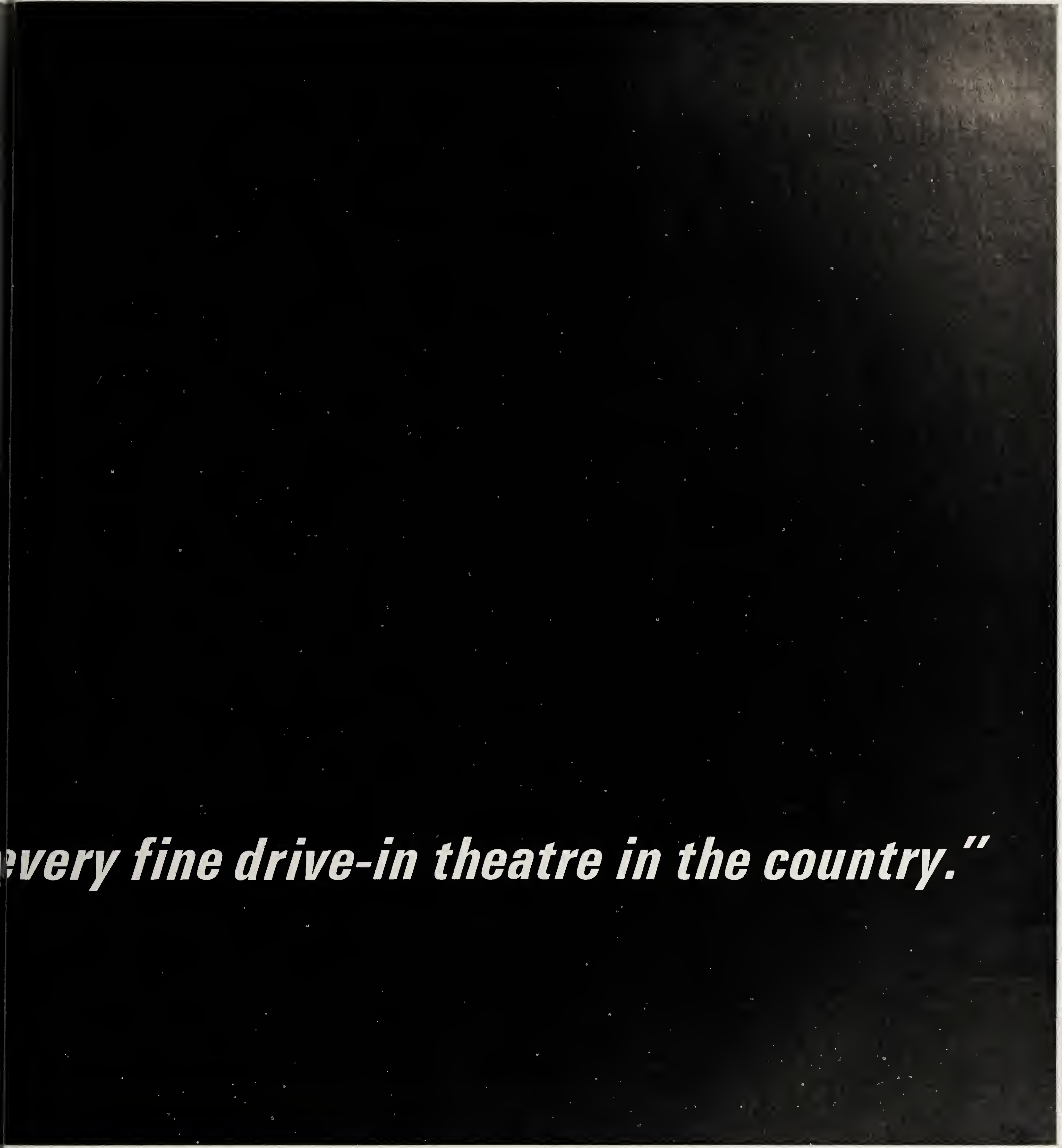
**MOTION PICTURE
EXHIBITOR BOOK SHOP**


"She's okay for sound. But we X-L's are the real bright boys of the Simplex family... indoors, outdoors or anywhere else!"
..."I can be picked up at almost
Simplex
Simplex

SIMPLEX In-A-Car speakers and Simplex X-L projectors are the two foremost pieces of equipment of their kind on the market today. The overwhelming choice of exhibitors from coast to coast. And though Simplex equipment is established, trusted and widely used...it is never outdated because Simplex products are always being improved to incorporate many new and exclusive engineering advances.

The Simplex In-A-Car speaker, for example, is a truly remarkable value. Priced to compete with the lowest cost units...yet it has such features as a floating speaker unit to reduce shock and minimize magnet shifting; a weatherproof Alnico V 1.47 ounce aluminum voice coil 4" speaker; non-corroding contact connections made of silver; and is designed and built to be tough, tamperproof, and weather-proof with a rugged die-cast aluminum body and long-lasting baked enamel finish.

Today's new Simplex X-L projector is the result of four decades of precise en-



gineering and manufacturing craftsmanship by the world's leading producer of professional motion picture projectors. Constantly being refined to meet every new technique in motion picture presentation, the X-L mechanism provides the theatre owner, the projectionist and the patron with thrilling brilliancy, hairline definition, unfailing steadiness, absolute dependability and lower maintenance costs.

Other fine Simplex products are also widely used throughout the motion picture industry. These include Simplex X-L Transistor Sound Systems—optical and magnetic, Simplex Deluxe and Heavy Duty Projector Pedestals, Simplex X-L and standard magazines and Simplex X-L Drive-in Sound Systems.

Whether you're equipping a new theatre or re-equipping an existing theatre... whether it's indoors, outdoors or anywhere else...call your National man and get all the facts about why Simplex equipment is your best investment.

Branches Coast-to-Coast ATLANTA • BALTIMORE • BOSTON BUFFALO • CHARLOTTE • CHICAGO • CINCINNATI • CLEVELAND DALLAS • DENVER • DETROIT • INDIANAPOLIS • KANSAS CITY LOS ANGELES • MEMPHIS • MILWAUKEE • MINNEAPOLIS • NEW ORLEANS • NEW YORK • OKLAHOMA CITY • PHILADELPHIA PITTSBURG • ST. LOUIS • SAN FRANCISCO

N.T.S National
THEATRE SUPPLY COMPANY
HOME OFFICE, 50 PROSPECT AVE., TARRYTOWN, N.Y.
Subsidiary of General Precision Equipment Corporation GP

PHYSICAL THEATRE

Vol. 19, No. 2 Feb. 12, 1964

Entertainment Centers Combine Best Of Indoor and D-I Features

THE merits of constructing either an indoor or drive-in theatre have been the subject of much heated discussion since the D-I's first offered serious competition to the indoor theatres. For the D-I's, appeal to family trade and the higher profits reaped from a large concession operation must be compared with freedom from weather worries and the smaller staff found in indoor situations.

Someone finally investigated the possibility of wedding the best features of indoor and drive-in, and the "all-weather" theatre emerged. It incorporates the most desirable features of each into one comprehensive entertainment complex capable of meeting the needs of all types of movie-goers.

Two of the latest of these new, all-weather type operations are the Turnpike and Edison-Plainfield Theatres, located in the North New Jersey communities of East Brunswick and Edison.

Owned by Harry and Joe Appleman, the new theatres are located within 13 miles of each other and afford the surrounding communities two entertainment centers with a combined seating capacity of eleven thousand persons.

Of interest to the trade is the highly efficient use the architect, James E. Thompson, has made of the main buildings forming the nucleus of the theatres' physical plants. With a few minor differences, the two theatres are identical twins. From the exteriors, the structures resemble most current indoor theatre designs, except that there is no noticeable lobby. In its place, a low, glass paneled wing juts out from the auditorium. On its roof is a large, open air deck.

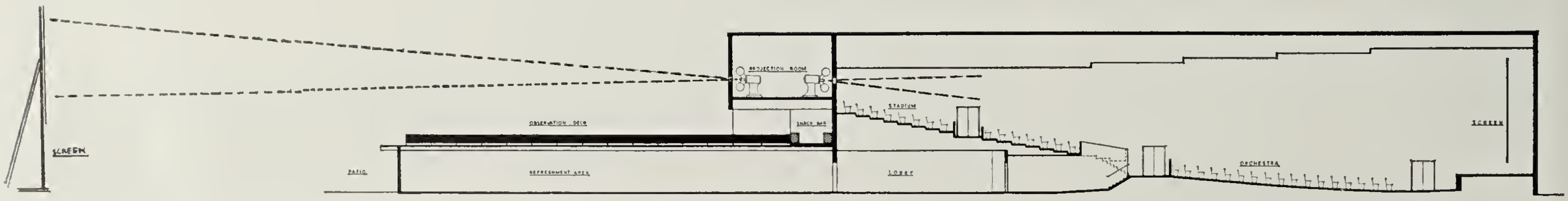
Exhibitors might surmise something of the interior layout from the photographs showing projection ports visible in the protruding projection and boiler room directly above the concessions deck.

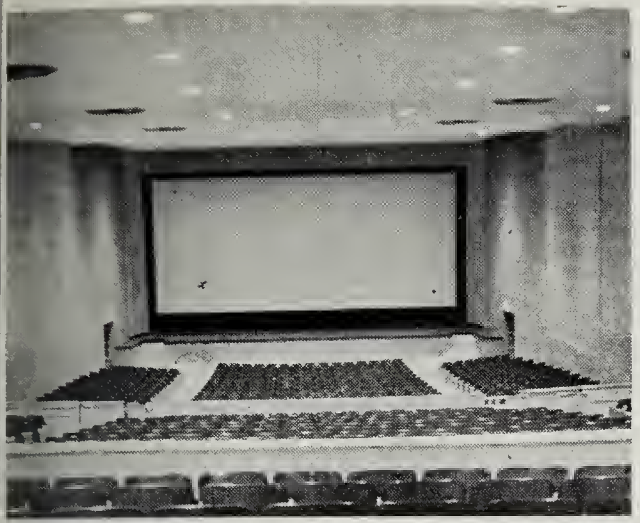
Two pair of projectors throw in opposite directions from each side of the booth to indoor and drive-in screen.

This arrangement, while fundamentally simple, permits a host of other innovations that carry through right to admission policy.

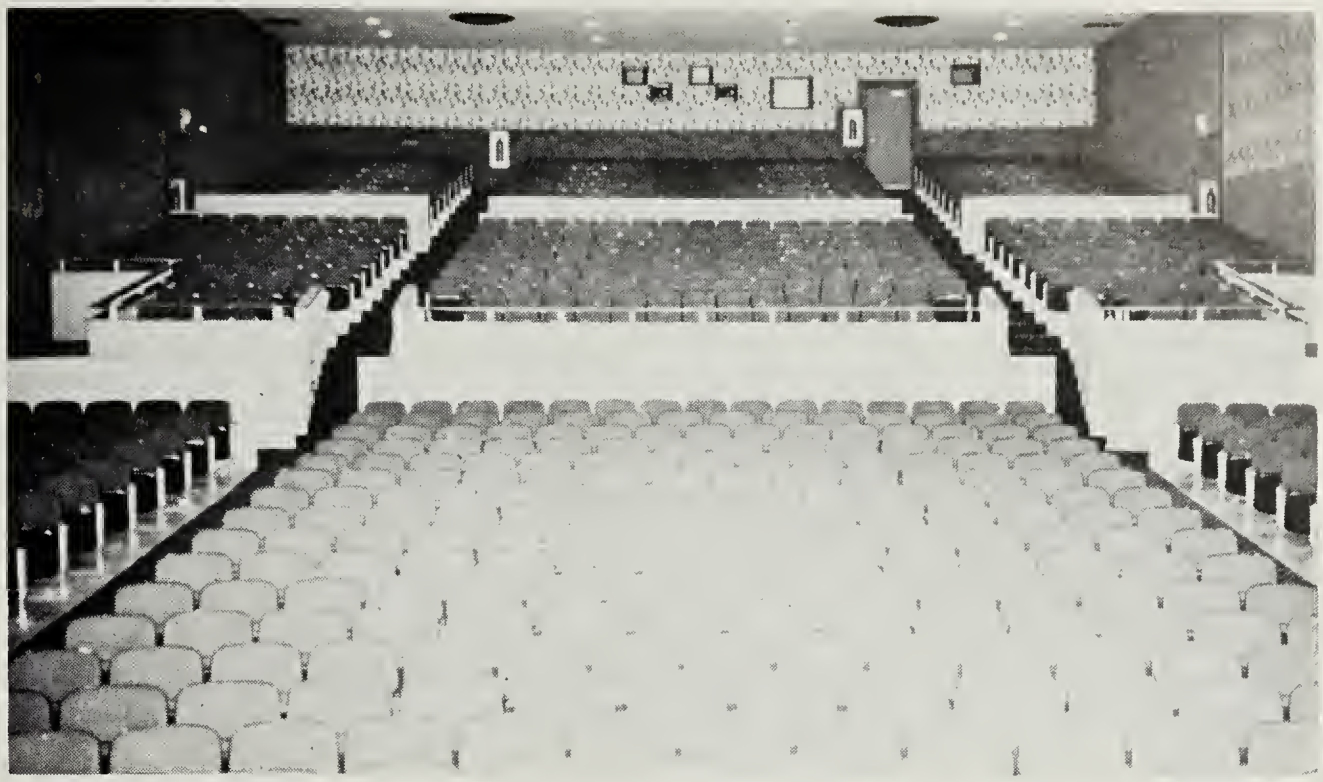
Patrons enter either of the theatres from a conventional drive-in entrance. Lanes feed the boxoffices, the type found at most D-I's, and the patron enters the theatre grounds. From that point on, he finds he has a freedom of choice seldom found by

(*Story continued on page* PE-18)





Stadium and orchestra seating is shown in photo taken at the Edison-Plainfield's 1,000 seat indoor auditorium.



DeLuxe American Bodiforms and Alexander Smith carpeting were used at the sister house, the Turnpike, located 13 miles from the Edison-Plainfild in East Brunswick, N. J.

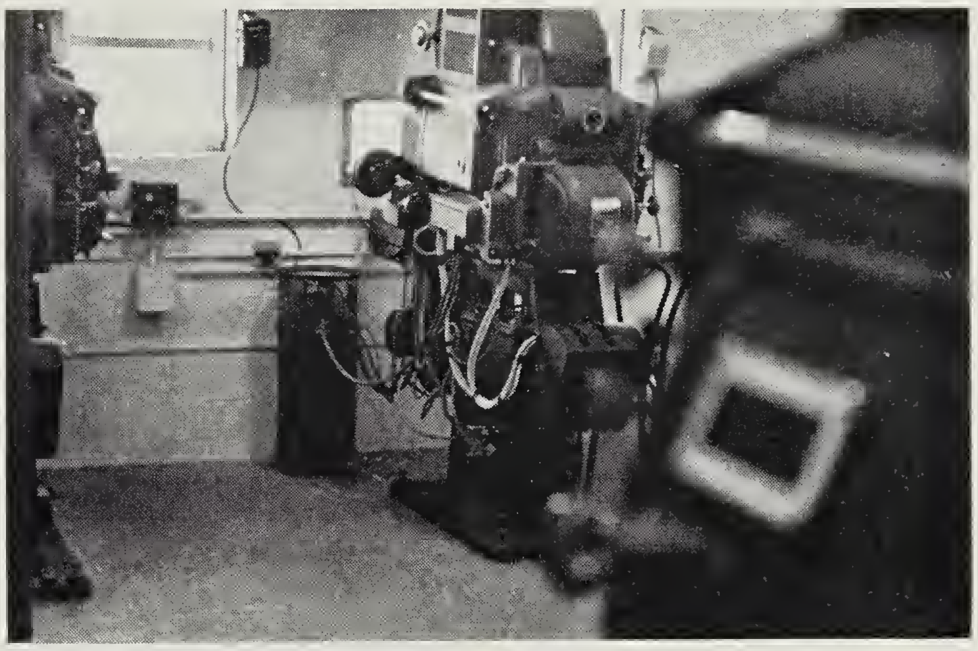
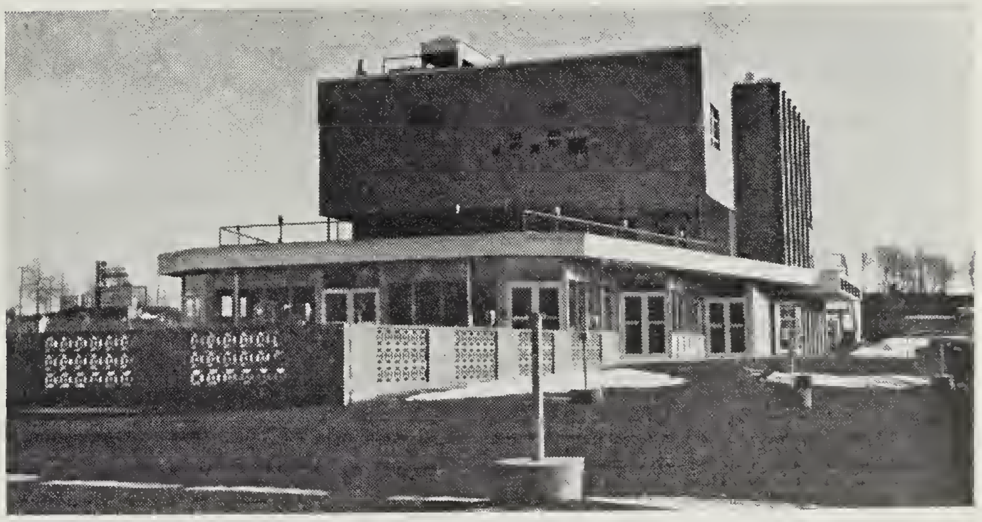


Photo shows one of two Simplex projectors in foreground. Facing D-I ports are two other machines.

Equipment Credits

Owners:	Harry and Joseph Appleman
Location:	East Brunswick & Edison, N. J.
Architect:	James E. Thompson
Seating Capacities:	1,000 each
Car Capacities:	Turnpike, 1,600; Edison, 1,400
Car Counter:	Eprad
Chairs:	American Seating Co.
Curtains & Draperies:	Novelty Scenic
Dimmers:	Superior Electric
Heaters:	Eprad
Lenses:	Kollmorgen Snaplite, B&L Anamorphics
Post Junction Boxes & Area Speakers:	Ditmco
Projection Lamps:	C.S. Ashcraft
Projectors:	Simplex XL
Rectifiers:	C.S. Ashcraft
Rewinders:	Goldberg
Sound:	Simplex Transistor-Altec Amps.
Speakers (Post):	Turnpike, Ditmco; Edison, Simplex
Ticket Machines:	General Register



Projector ports are visible in room extending above concessions deck at Edison-Plainfield.

Overall photo of Turnpike theatre shows position of screen tower in relation to main building.

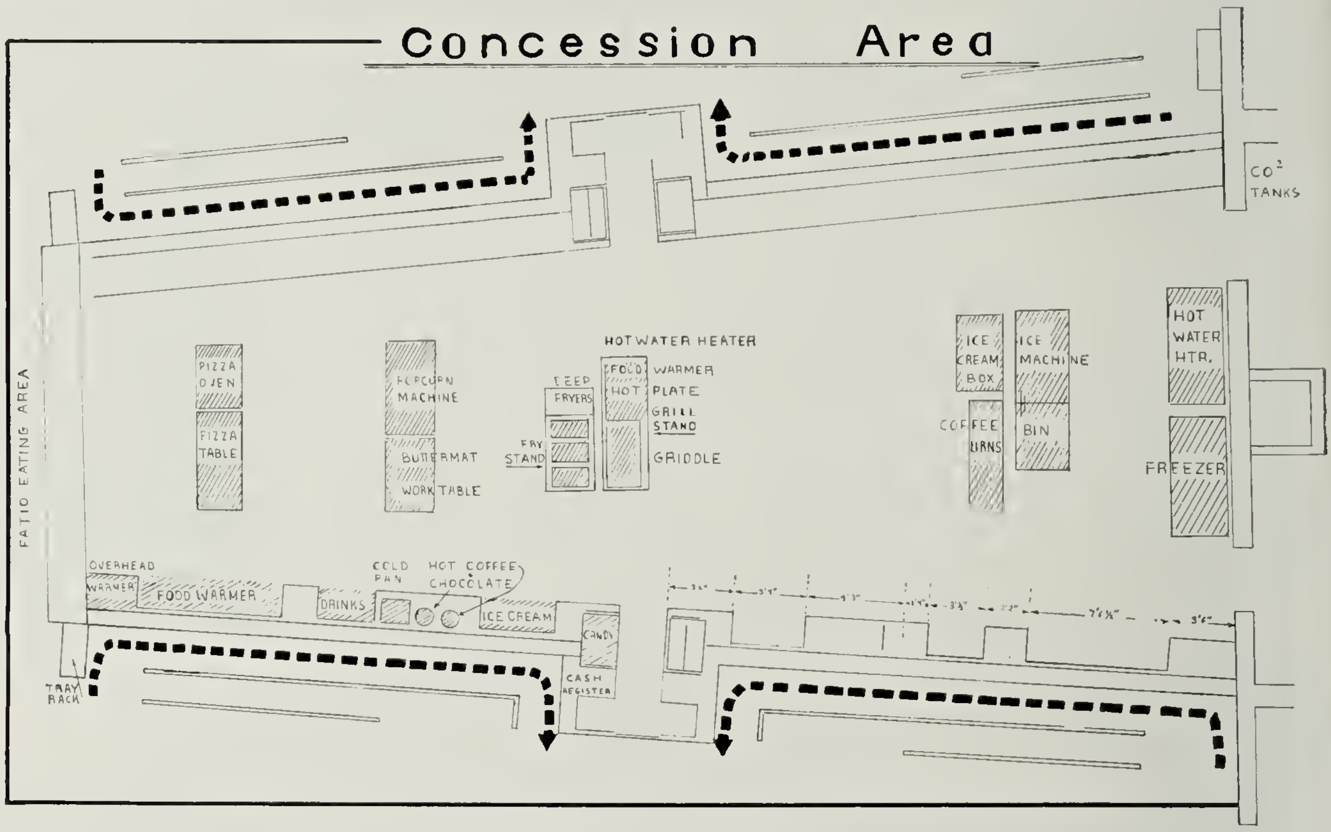
Turnpike's 125 ft. Carew screen tower. Highway is masked by fence.

EXTRA PROFITS

Aerial view of new theatre shows traffic lanes, parking area & concessions wing facing screen.

Jersey Twins Put Bounce In Refreshment Operation—

Planning Critical For Busy N.J. Hybrid



■ Feeding six thousand people can be a king-sized headache, especially when they have a limited time to select and pay for their purchases. The Turnpike and Edison-Plainfield Theatres were faced with the prospect of having to handle approximately this number of hungrey mouths in their indoor-outdoor concessions operations.

The number of persons actually entering the concession area during peak week-ends would, as is the case in drive-in theatres, be substantially lower, since one buys for two or three. Still, heavy traffic could be anticipated from the large-capacity indoor auditoriums, whose patrons also use the main concession stand for food and drink purchases.

To hold the headaches to a minimum, and keep fast, quality service at a maximum, the concessionaires, Confection Cabinet Corp. of N. J., a division of ABC Vending, evolved an unusual layout that makes use of multiple dining and purchasing areas.

The area was generally planned to reflect the mood of a family night out; decor is festive and bright and there is a wide selection of quality foods and beverages, all reasonably priced.

The overall physical plant takes in a main concession stand, located to the rear of the indoor auditorium, an outdoor patio behind the stand on ground level facing the drive-in screen tower, and a special rooftop area over the main concession building which has its own fully stocked snack bar. It provides seating for patrons who wish to dine outdoors in warm weather and watch the picture on the drive-in's screen at the same time.

The layout of the main concession area presented many unusual problems. Normally, a drive-in type concession operation is geared to handle the heavy intermission traffic with a break to prepare for the next rush. In the Turnpike and Plainfield theatres, the intermissions in both the indoor and drive-in theatres have to be staggered to avoid swamping the stand help. Thus the intervals are closed down. The staggering does, according to the management, allow the help to serve freshly prepared foods at all times.

Counters were designed to lead customers into cafeteria style lanes with no zig-zagging to avoid possible confusion at the counters. Traffic is channeled towards two cashier's booths in the center of each side, each having two registers. Cash registers are also located at the forward end of the stand, where a special pizza area was set up.

In warmer weather, customers can use the patio adjacent to the pizza area to watch the picture while their pies are being baked to order. Pizza ovens, a pizza table, and special exhaust ducts make up the equipment battery at this end of the stand.

Tables and chairs can be arranged for both diners and those who would like to watch the picture, yet do not wish to sit in their cars. The same arrangement will also hold for the upstairs rooftop area. Tables and seating are laid out with sight lines permitting patrons to watch the picture while eating their snacks.

The lanes in the main concession area can be controlled according to volume of traffic. One lane on each side of the area may be left open, or other arrangements used for lighter flows between breaks.

From the indoor theatre auditorium, patrons can move easily into the attractive concessions area from the rear of the audi-

(*Continued on Page* PE-12)

Please ENTER HERE

"PEPSI-COLA" AND "PEPSI" ARE TRADE-MARKS OF PEPSI-COLA COMPANY, REG. U. S. PAT. OFF. © 1963, PEPSI-COLA COMPANY

Now it's Pepsi—*UP FRONT EVERYWHERE*

TV, Radio, Magazines, Newspapers, Outdoor Posters, Point-of-Sale—Pepsi is one of the world's largest advertisers, in all media. That's why more and more people today are saying "Pepsi, please!" Pepsi is moving out front ... display it up front! Call your local Pepsi-Cola Bottler today, or write: National Accounts Dept., Pepsi-Cola Company, 500 Park Avenue, N. Y. C.

PEPSI-COLA

PEPSI
PEPSI
PEPSI

Special pizza area is visible in photo above. Patrons may order pie at counter and wait while it is being baked on large patio outside.

Combination Concession Area • *CONTINUED*

torium. The rooftop patio area can be reached by an internal stairway leading from a small lobby area interconnecting both entrances to the indoor auditoriums.

Outdoor patrons can approach the concession stand from either side of the D-I.

The array of equipment required to prepare the extensive line offered is centrally located, accessible from both of the lines. Items served in the cafeteria include hot dogs, hamburgers, two sizes of French fries, assorted ice cream novelties, shrimp rolls, pizza pie, meat ball sandwiches, plain and buttered pop corn, assorted candies, coffee, and hot chocolate.

Fresh-O-Matic units are used to assure that a hot sandwich is served. Pizza pies are made fresh to order. Shrimp in the basket and chicken in the basket are also on the menu for those who want a more complete snack.

Elliot Cohen, division manager of Confection Cabinet, said employees at the theatres are constantly reminded that they are part of a team—that the operation can only be successful if they do their job and do it well. He said praise and monetary rewards encourage employees to keep the service at a high level.

The illuminated signs for the indoor concessions area were specially designed for the two theatres, and feature the colorful Pepsi-Cola trademark.

Counters and condiment tables were built for the theatres by the Turner Construction Co. of Totowa, N. J.

The warmers used are Star DeLuxe models. The overhead units shown on the layout plan are also Star overheads.

Bally ice cream display cases were chosen for the novelty and regular line ice cream items for proven impulse-purchase power. Each of the lanes has identical equipments.

The walk-in freezer and large refrigerator are Glenco heavy duty models.

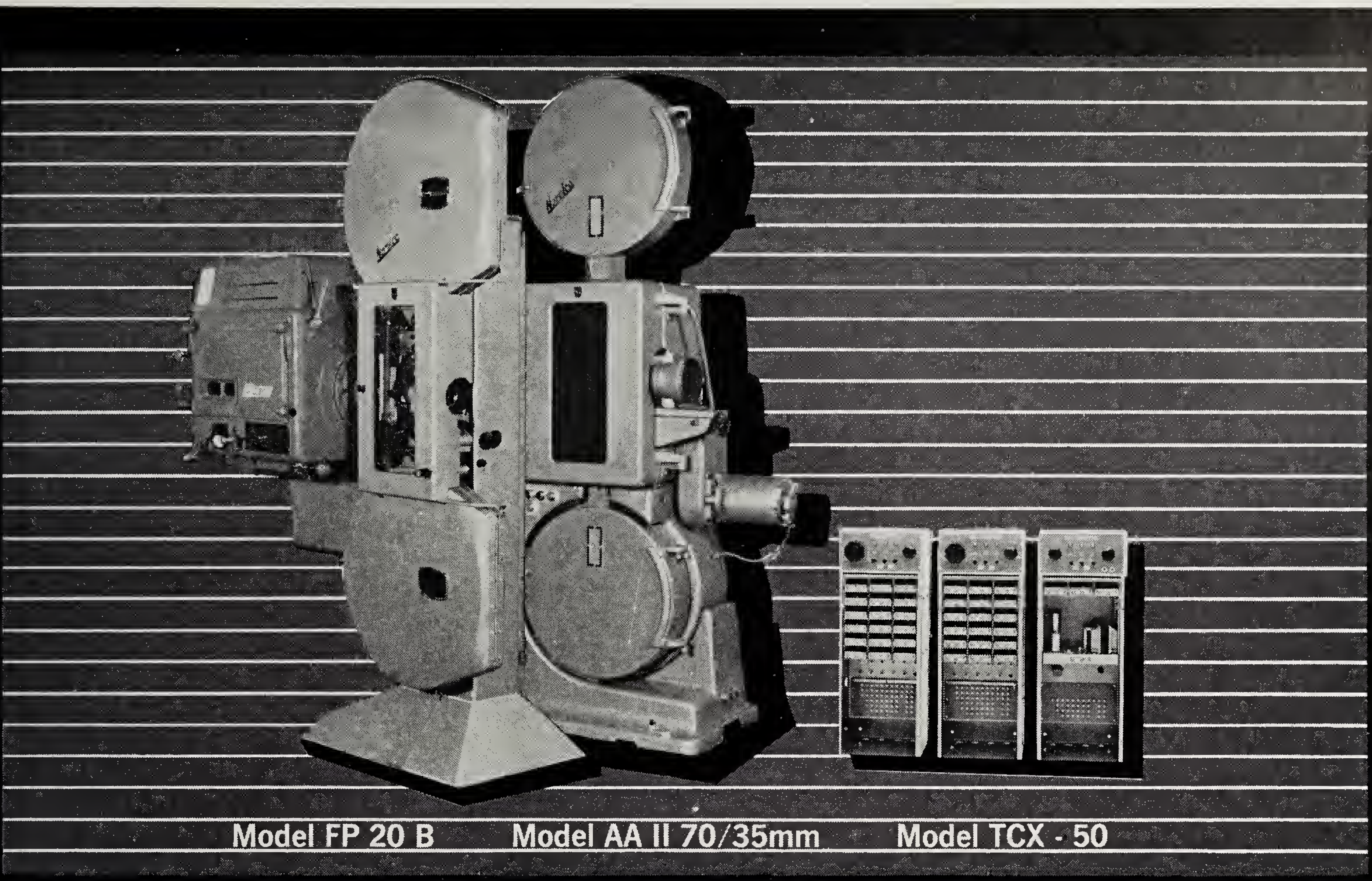
The pizza area located in the front of the stand utilizes Peerless-Savon ovens and has its own exhaust system above the tables and ovens. An additional exhausts system is located in the center of the area.

Coffee urns and thermos units are by Cecil Ware, and the grill and hot plates by Savon.

A Scotsman ice maker and bin provide ready ice for the drinks, kept in Savon drink wells. Cretor Olympic popcorn popper with Buttermats assure the required supply of freshly made corn.

Two Hotpoint Mark 313 fryers handle the French fry requirements.

Special lighting was designed for the Turnpike and Edison-Plainfield's concession operations.



All·in·One PACKAGE HEADQUARTERS

PROJECTORS BY *Norelco*®

TRANSISTORIZED SOUND BY Ballantyne

ONE carefully coordinated plan even includes financing

Give us the four walls and we'll give you a completed theatre including famous Norelco projection, new hi fidelity Ballantyne transistorized sound, carpet, seating, draperies — everything, even financing—All-in-One.

This turn-key job includes planning, engineering and installation supervision as well—the perfect combination for the new build or lease shopping center theatres.

Working with your architect, we can give you the theatre of tomorrow, with modern concepts in layout, building design, auditorium, lobby and concessions. Be sure you check this easy, businesslike way to profitable operation.

Don't make a move until you've talked with Ballantyne and received a Ballantyne quotation.

Among the respected names used in the Ballantyne package are...

Norelco
Ideal
Neumade
Technikote
Kollmorgen
Strong
Altec
RCA
General Register
Metropolitan Stage
Mohawk

Ballantyne
INSTRUMENTS AND ELECTRONICS, INC.
A DIVISION OF ABC VENDING CORPORATION
1712 Jackson Street, Omaha, Nebraska 68102

Be sure to see us at Show-A-Rama Booths 2, 3 and 4.

Ballantyne Announces New Transistorized Amplifier

■ A new, all-transistorized amplification system featuring greatly improved sound quality and flexibility in use has been announced by Ballantyne Instruments and Electronics, Inc:, Omaha, Nebraska.

Company officials said that while the transistorizing gives many features, the improvement in sound quality is also outstanding. They described the sound as true hi-fidelity with great clarity and presence.

The new amplification system is manufactured in three units. Each unit measures only 7½" deep x 10" wide x 26¼" high. The system eliminates all photo cells, vacuum tubes and relays. As a result of the use of transistor components, there is no problem of heat dissipation.

A second feature is enormously improved reliability, because the transistors used in the Ballentyne amplifier are designed to operate well within power requirements, with an ample safety factor.

The new amplifier has undergone a thorough program of installation testing which began early last summer in theatres in New York, Pennsylvania and Ohio.

Great flexibility in circuitry is claimed for the system. All switching is done electronically by pushing a button. Electronic switching permits changing from six-track to four-track to optical, and from 70 to 35mm film. The operator, by merely observing indicator lights and using the proper button, is able to change from left to right projector, and to non synchronization in order to use either music or microphone from any position—left, right or center of the projector installation.

Ballantyne also pointed out that the new amplifier has a channel balance control for each channel. To prevent frequency discrimination, the balance controls are placed between the pre-amps and the line amplifiers, instead of immediately after the magnetic heads.

All major component parts are plug-in type, so that any change in equipment can be made immediately, and by the operator. The company recommends that both the pre-amplification and the power amplification be used on all indoor theatres, although the new system may be used with all brands of projectors and sound systems.

The company further recommends that with drive-in theatres the Ballentyne conventional power amp be used.

In the RKO Orpheum in Denver a complete 6-4-1 Ballantyne pre-amp system was installed to feed into existing tube-type amplifiers of another manufacture, thus modernizing the system to six-track capability.

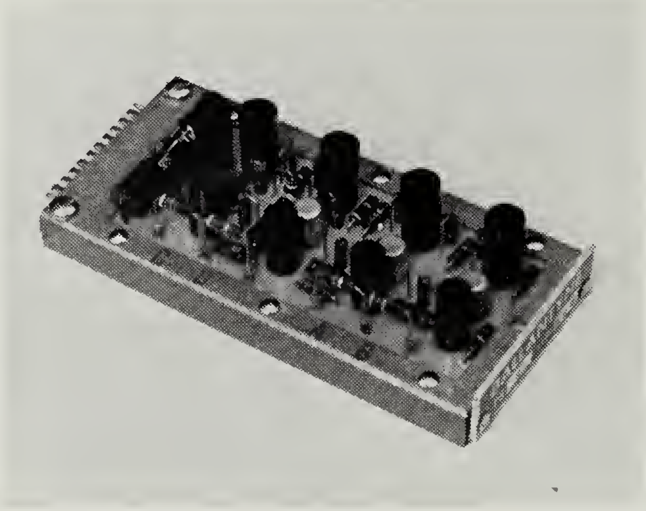
Added information on the new system can be secured by writing Ballentyne Instruments and Electronics, Inc., 1712 Jackson Street, Omaha, Nebraska, 68102.

Record Norelco Order

OMAHA—An order for over $350,000 worth of Norelco AA II 70/35mm projectors has been placed by Ballantyne Instruments and Electronics, Inc. with North American Philips Company, Inc., it was announced.

J. Robert Hoff, executive VP of Ballantyne, said the new order "is one of the largest equipment orders by any distributor, and will probably take care of our needs through June of 1964." Hoff added, "This will keep us a leading distributor for Norelco in the U. S."

The new order brought Ballantyne's 1963 Norelco purchases to a total of more than $689,000, including over a quarter-million dollars for Norelco FP 20 B's. Ballantyne installed many of them in 1963, as part of the Ballantyne All-in-One theatre package.



The Ballantyne PS-1, a complete magnetic pre-amp unit. Channel-balance controls are placed between pre-amps and line-amps to avoid frequency discrimination.

Prettiest Smile Will Win Fair Trip For Lucky Lass

ATLANTA, Ga.—A winsome smile may be the winning ticket for some lucky girl and two persons of her choice to an all-expense paid week in New York City and the 1964 World's Fair. This dream trip, courtesy of The Coca-Cola Co., is one of the top prizes to be awarded in the Jantzen, Inc. 1964 "Smile Girl" promotion.

Announcement of the company's participation in the promotion was made by Sam N. Gardner, vice president in charge of bottler sales promotion.

Girls with sparkling smiles will compete this Spring in approximately 30 cities at leading department stores for a chance at local and national awards. Final judging for the four "Smile Girl" winners will be held at beautiful Cypress Gardens, Florida, July 10-12, 1964.

The winner of the World's Fair trip and her party will receive round-trip air transportation to New York. They will stay at a leading hotel, dine at famous restaurants, spend an evening at a top Broadway show, receive free tickets to amusements at the Fair plus $200 in spending money.

While touring the Fair, the "Smile Girl" winner and her guests will headquarter at the Coca-Cola pavilion—"The World of Refreshment," featuring the 120-foot high Coca-Cola Tower housing the World's largest carillon plus the fascinating "Global Holiday" exhibit, a "free trip around the world" in eighteen minutes.

Coca-Cola is providing specially-designed World's Fair posters with special "Smile Girl" copy for local department store promotions and windows displays. Pictures of The Coca-Cola Company's Pavilion will also be used in conjunction with the posters. The movie "Tips on Tournament Skiing" filmed at Cypress Gardens, Florida, will be shown during the total store promotion, which runs approximately four weeks.

D-I Insurance Rates Cut By TOA Effort

NEW YORK—John H. Rowley, president of Theatre Owners of America, has announced that the continued efforts of a special TOA Committee headed by Jack G. Wallens of A. Yarchin & Company, Insurance, of Boston, Massachusetts, have reduced a portion of the public liability insurance rates for drive-in theatres in most states of the union.

In a communication to the TOA home office, Wallens reported "After negotiation with the National Bureau of Casualty Underwriters, who make filings in most states for their member companies for public liability, I am happy to advise that there will be a change in rates under Code #370s in January of 1964. In most states this will result in a reduction and I am enclosing the proposed rates and changes by the states which accepted the filings. Similar changes will be incorporated in other states.

"As you know, drive-in theatres are rated for liability on both admissions and receipts of the concession stand. This re-rating is only on that portion of the premium applicable to the receipts of the concession stand.

"We are continuing our efforts to reduce rates for the drive-in theatre operators and have hopes of obtaining some added relief. Our experience in the class indicates that loss ratios are excellent and that such relief should be forthcoming. We will keep you advised of our efforts and successes so that you may alert your membership."

More SMPTE Booths Go

NEW YORK — Twenty-six more manufacturers and distributors of equipment for motion pictures, television, instrumentation and high-speed photography have signed for exhibit space at the 95th Technical Conference of the Society of Motion Picture and Television Engineers (SMPTE).

The conference will be held April 12-17 at the Ambassador Hotel in Los Angeles.

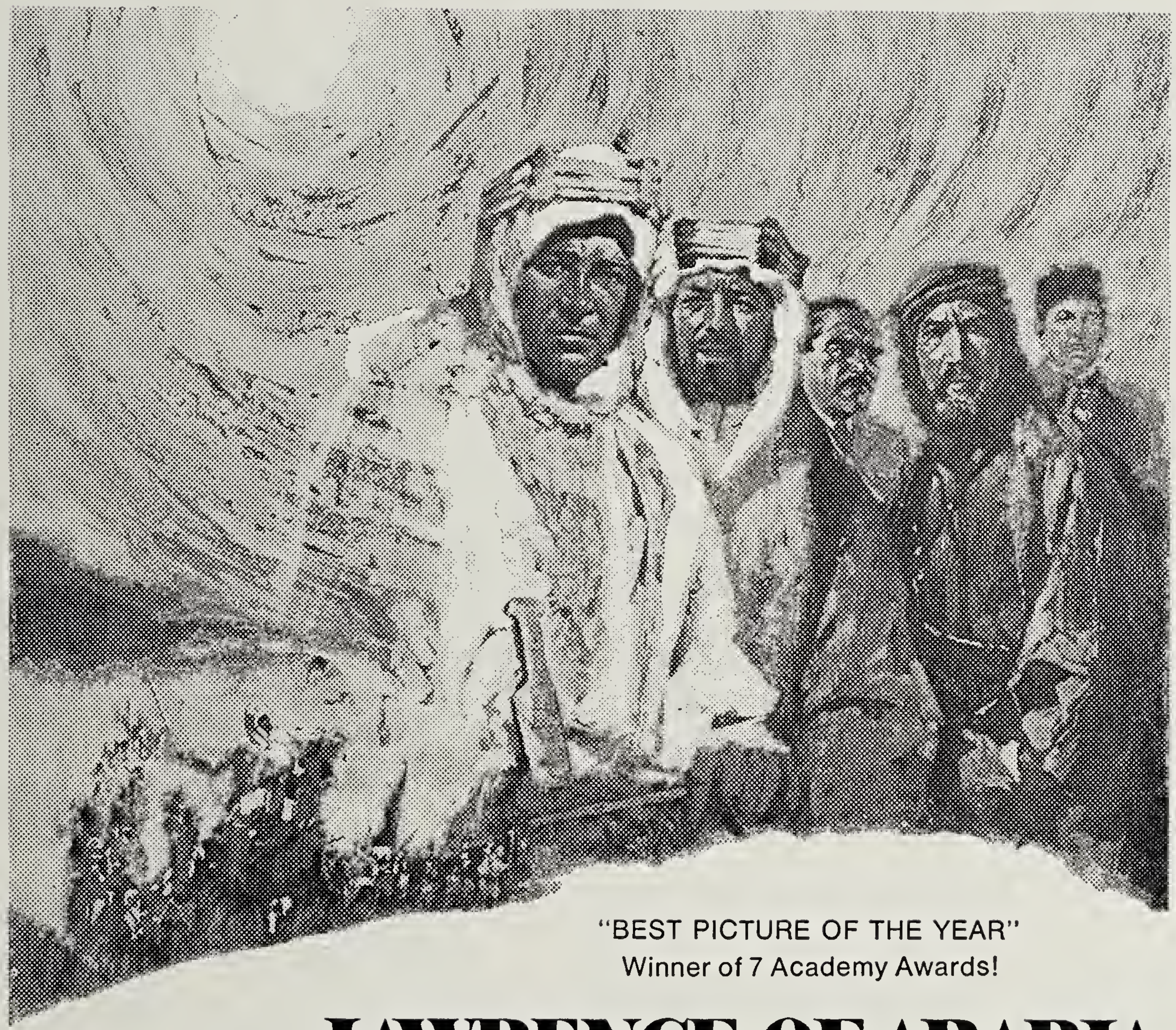
Exhibit Chairman George Kendall (Moviola Manufacturing Co., 5539 Riverton Ave., North Hollywood, Calif.) announced that a total of 42 firms—many of which will have more than one booth—had already arranged for space.

The latest firms that have announced plans to exhibit equipment during the semiannual SMPTE conference are:

Ampex Corp.; Bach Auricon, Inc.; Birns & Sawyer Cine Equipment, Inc.; Andre Debrie Manufacturing Corp.; DuKane Corp.; Eclair Corp. of America; Frigidheat Industries; Gamma Scientific, Inc.; Hi-Speed Equipment, Inc.; Kollmorgen Corp.; Metro-Kalvar, Inc.; D. B. Milliken Co.; 3M Co.; Mole-Richardson Co.; Motion Picture Printing Equipment Co.; Newman & Guardia Ltd.; Oxberry Corp.; W. A. Palmer Films, Inc.; Photo-Sonics, Inc.; Precision Laboratories; Research Products, Inc.; Sylvania Electric Products, Inc.; Traid Corp.; Treise Engineering, Inc.; XeTron Division of Carbons, Inc.; Zoomar, Inc.

More than 2,500 persons will view the exhibits.

NOW AVAILABLE FOR DRIVE-INS IN 70mm!



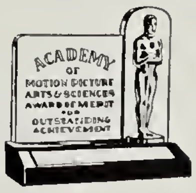
"BEST PICTURE OF THE YEAR"
Winner of 7 Academy Awards!

LAWRENCE OF ARABIA

. . . the fabulous Sam Spiegel-David Lean Academy Award winner, has been released to drive-ins. This first general release of a 70mm film to outdoor theatres is setting the trend for similar availability of other 70mm attractions now ready or being planned. The reason for this is obvious. Nothing less than the 70mm process can show these films the way they are meant to be shown. After all, if 70mm is so thrillingly brilliant on the big indoor screen—think how much more effective it is on the even bigger outdoor screen! 70mm projection is actually 4 times brighter and 4 times sharper than 35mm. No wonder the future of drive-in projection is increasingly and inevitably to the larger process. With Norelco's advanced model AAII Universal 70/35 projector, you not only have the world's finest 70mm equipment—but in less than 4 minutes you also have the most modern, rugged and trouble-free 35mm mechanism. **For today and tomorrow, Norelco 70/35 is your wisest investment.**

The 1962 Academy of Motion Picture Arts and Sciences presented this award for outstanding achievement to the North American Philips Company for the design and engineering of the Norelco Universal 70/35mm motion picture projector.

© AMPAS



Norelco® MOTION PICTURE EQUIPMENT DIVISION

®REG. UNITED STATES PATENT OFFICE BY NORTH AMERICAN PHILIPS COMPANY, INC. NORELCO IS KNOWN AS PHILIPS IN CANADA. **100 E. 42nd Street, New York, N.Y. • Phone: 212-OX 7-3600**

Retirement Concludes Storybook Business Career

Bausch & Lomb's C. S. Hallauer
Steps Down At Age Of Seventy

■ Carl S. Hallauer, who rose from orphaned newsboy to board chairman of Bausch & Lomb Inc., retired from active duty with the company upon reaching the mandatory retirement age of 70 last month.

However, at the request of the board, he is remaining as chairman and will serve as a consultant to the company with which he has been associated for over 45 years.

Hallauer started with Bausch & Lomb in 1919 as manager of Industrial Relations. In 1929 he was elected a director of the company and from there he progressed to vice-president in 1935, executive vice-president in 1951, president in 1954, and finally, in 1959, to chairman of the board.

Hallauer

Born in Rochester January 5, 1895, of Swiss and English parents, Hallauer was orphaned at the age of nine. His introduction to the working world was in a newsboy's job plus night work in the mail room of a Rochester newspaper. For a time he attended West High School and worked nights, but being his own provider left him with no other choice than to get a full time job, thus eliminating his chances for formal college education.

The knowledge and training he did pick up in later years was obtained at Rochester Business Institute, and Mechanics Institute, now Rochester Institute of Technology. In 1912 he joined the Eastman Kodak Company as freight handler. Soon his energetic nature led him to take an active part in that company's recreation program, where he organized one of the first industrial recreation programs in this country. After joining B&L in 1919, his move was rapid and sure.

Hallauer has a keen appreciation of the importance of education, and gets genuinely excited when telling young people about the opportunities offered by the American democratic system. As he says, "I am only too glad to assist educational institutions in any way possible to help young people today to obtain the education I missed."

A popular leader in civic, industrial, and political circles, Hallauer is director and/or trustee of over 60 business and civic organizations including: director, B&L subsidiaries in Canada, England and Brazil; Community Savings Bank; Lincoln Rochester Trust Company; Garlock, Inc.; Rochester Gas & Electric Corp.; Rochester Transit Co. (chairman, Executive Committee); Rochester Community Chest; Salvation Army; Rochester Community Baseball Club; Associated Industries of New York State (president 1946-49); Scientific Apparatus Makers Association (chairman of board 1935-44); Board of Governors, U.S.O.; and both the Rochester Police and Firemen's Benevolent Associations.

Twenty-five years ago, members of the Police Benevolent Association asked him to help them save their fund which was proving inadequate. Under his guidance the fund has become one of the most successful in the country with almost $2 million in its treasury.

Carl Hallauer has received over 50 awards including: Horatio Alger Award from the Committee of American Schools and Colleges in 1960; Scientific Apparatus Makers Association "Man of the Year"; Citizen of the Year from Kiwanis International; Civic Medal from the Rochester Museum; Citizenship award from the Sons of the American Revolution; "Man of the Year" from the Newspaperboys Association of the United States; and was acclaimed Rochester's foremost graduate of the "School of Hard Knocks" in 1954.

Good government has been a lifetime Hallauer concern. He was an active worker for the Republican party while still a teenager, and has been active in party affairs ever since.

He is extremely firm in his convictions. A good example of this was his role as a delegate at the National Republican Convention in Chicago in July 1952. He steadfastly refused to be "pressured" by Thomas Dewey into changing his decision to vote for Robert Taft, and was one of four of New York's 96 delegates to vote for the Ohio Senator. When queried later he replied, "I gave my word. In politics, as in any other areas of American life, a man's word must be his bond." A few weeks later at a luncheon in New York City, Dewey admiringly introduced Hallauer as "the stubborn guy who stuck to his guns."

Hallauer has conducted his own private campaign for many years to induce private citizens to take an active role in politics. "After all, government is no better than the people who constitute it:" A delegate to the last eight Republican national conventions (this year will be his 9th, a national record), he was recently honored as Rochester's "Mr. Republican."

He is a member of over 20 societies and clubs including the Society of the Cincinnati, America's oldest patriotic organization, as the sole living male descendant of Jeriah Swift, a Connecticut Army captain killed in action during the Revolutionary War.

What are his plans? To remain at his desk as long as "The Good Lord will let me,"—but he's going to take it easy.

"I'll have nothing to do with the management of the business," he smiled, "but if anyone wants to ask me questions, I'll be here'.'

Krims Plan New Center

DETROIT—One of Detroit's oldest theatrical families, Krim, is about to light up a new marquee. A full-scale theatrical center—slated for immediate construction in nearby Sterling Township along Van Dyke and 19 Mile Road—was announced by Sol Krim.

The world's largest panoramic screen will be viewed from three locations: a 1400 car drive-in; a unique living room auditorium; and the whisper studio, where adults can smoke and dine leisurely as they watch the show.

A gala opening in the summer of 1964 will also unveil an ultra-modern six-lane cafeteria, garden-waterfall dining room, and children's playground and teddy-bear wading pool. In-car heaters and snow defrosters will establish year-round operation.

Complementing the concept of luxury outdoor family entertainment will be special projection equipment, including the latest anamorphic processes: 70mm, Cinerama, and 35mm CinemaScope, and all other new processes, allowing presentation of any first-run picture.

Partners in the venture are Mac Krim of Beverly Hills, California, and his brothers, Harry, Leonard and Sol Krim of Detroit. Sol Krim pioneered the Krim Theatre as the first art house in the State of Michigan and their father, the late Leon Krim, was one of Michigan's largest theatre owners.

Absent from Detroit's show world since leasing the Krim Theatre in 1958 to the Trans-Lux Corporation of New York, the brothers also plan an additional 1400 car twin theatre with a second screen. Simultaneous showing of two features or staggered starting times for the same feature will be highlighted.

Shortly after the opening of the new theatrical complex, ground breaking for an adjacent shopping plaza will complete utilization of the 50-acre site.

Pepsi Ups W. S. Lawo, Jr.

NEW YORK—William S. Lawo, Jr., vice president and manager of Pepsi-Cola Metropolitan Bottling Co.'s plant in Jersey City, New Jersey, has been named general manager of the company's three territories in Northern New Jersey, it was announced by Pepsi Metro President James B. Somerall.

The Pepsi Metro plants in Teterboro and New Brunswick, as well as Jersey City, will now come under Lawo's jurisdiction. Pepsi Metro, a subsidiary of Pepsi-Cola Co., operates eighteen plants in the United States.

Lawo, who came to Pepsi in 1950, is a director and vice chairman of the board of the Jersey City Chamber of Commerce, and a director of the Jersey City Boys club. He is a past president of the New Jersey bottlers association of carbonated beverages, and a former president of the Jersey City United community fund.

R. C. Names PR Firm

COLUMBUS, Ga.—Bell & Stanton, Inc., a New York City based public relations firm, has been named by Royal Crown Cola Co. here to represent the soft drink company in the N. Y. area, it was announced by Bradford D. Ansley, Royal Crown vice president-general sales manager.

Ansley said the firm would be particularly active in the field of communications and special projects and would serve as a valuable extension of Royal Crown's public relations department, as well as assist the company in its over-all public relations programs and efforts.

Royal Crown Cola Co.'s public relations activities are a function of the sales promotion department headed by Elliott G. McLean, director-sales promotion.

Don't make a move until you check...

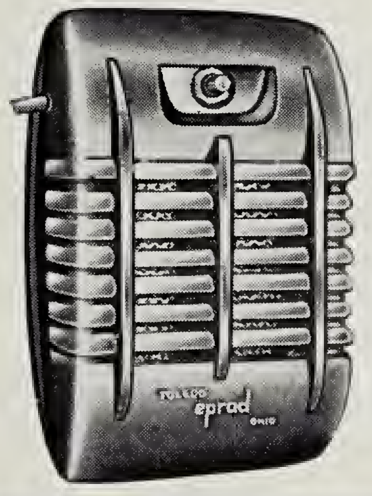
EPRAD *Quality Products*

ADVANCED DESIGN...PROVEN PERFORMANCE...LOW COST!

Look to EPRAD for the Theatre Products you need to help make your theatre operation more attractive to patrons . . . with lower costs and greater profits! You'll find EPRAD Products serve you better because they're engineered and built better . . . with years of know-how. Top quality at low prices. Write, wire or call for full details.

MERIT Speaker

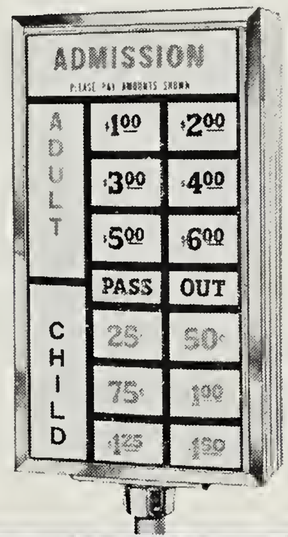
Attractive . . . die cast aluminum case, perforated aluminum grill, heavy 1.47 oz. "Alnico V" magnet. Big 4 inch driver unit with silicone treated cone for extra long life, with cork gasket. Deluxe volume control, cone jacket and fiberglass tone pad. Widely used . . . proven low maintenance . . . reasonably priced.

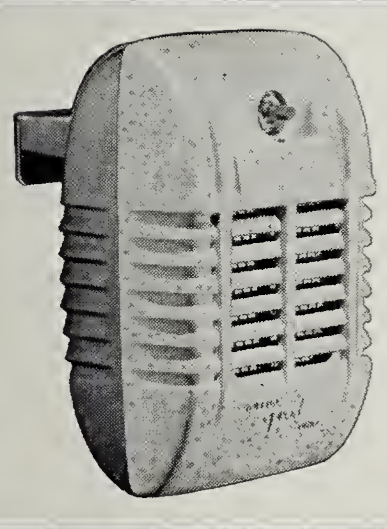


CAR-CHEK

U. S. Patent 3,018,470

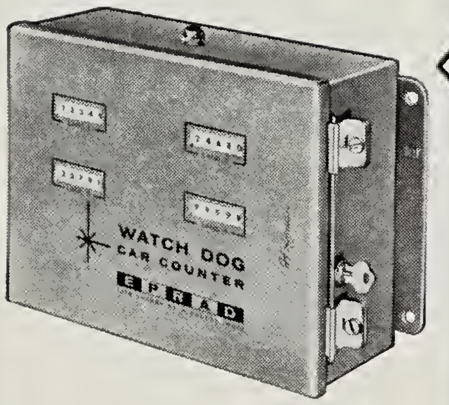
The only Boxoffice Control System that "forces" patrons to cooperate with owner. Maintains accurate and complete Boxoffice Control. Priceboard lights up brightly. Records Adult or Child Admissions, and Passes. Accounts for every car entering theatre. Available for under $900 per lane. Outperforms all other methods!





SUPER HI-FI

Eprad's finest speaker! Quality features include: Die cast aluminum case, 2.15 oz. "Alnico V" magnet, 4 inch driver unit with silicone treated cone and cork gasket for extra long life. Deluxe volume control, cone jacket and fiberglass tone pad. Two-tone epoxy finish. Two year warranty. Super quality . . . hear it now!

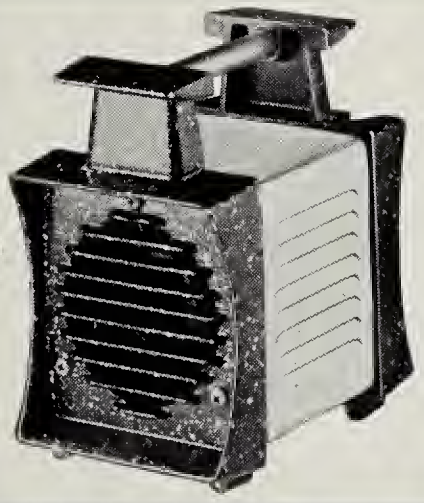


WATCH DOG CAR COUNTER

All electric . . . counts cars accurately. Simple, foolproof. Easy and inexpensive to install. Just one treadle per lane and one cabinet (for up to 4 lanes) plus wiring in between. Helps you get all the boxoffice receipts you should—a necessity for money-control.

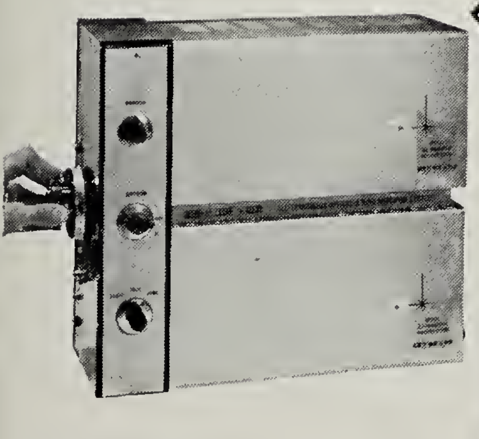
GOLDEN HOT-SHOT in-a-car heaters

World's largest selling electric in-a-car heater. Over 100,000 sold. UL and CSA approved. Heats entire car quickly and safely with dual hot air flow. Ruggedly built. 600, 750 or 1000 watts. Proven performance, long life. Low priced—why pay more?



JUNCTION BOXES

Your choice—Aluma-Top cast aluminum top on a rugged fiberglass base; or Glo-Top translucent top that glows in the dark, makes parking easy. Non-shorting construction. With or without downlights. Weatherproof. Aluma-Top available unpainted or in grey finish. Glo-Top in red, green, or amber. A quality buy!



OPTICAL-SOUND AMPLIFIER

All-transistor design, plug-in construction. Unsurpassed quality sound for up to 3500 seats. Its low price breaks the sound price barrier. Complete with Pre-Amp and Power Amplifiers. Exceeds military and theatre specifications. Simple to install and service. Most beautiful sound you've ever heard. See it, hear it now!

Other Quality **EPRAD** *Products*

- Ramp and Directional Boxes
- Surround Speakers
- Volume Controls
- Motor Generator Sets
- Heater Post Brackets
- Sound Systems
- Speaker Cones
- Burglar Alarms
- Speaker Cords
- Speaker Baskets

Sold Internationally Thru Theatre Supply Dealers

EPRAD

1214 Cherry St., Toledo, Ohio 43608 • Phone 243-8106 Area Code 419

Serving the Motion Picture Industry over 16 years

ENTERTAINMENT CENTERS •

(*Continued from page* PE-8)

movie-goers.

At present, patrons are on their own once they pay at the entrance area. They could park their cars in the "dead space" behind the auditorium and go into the indoor house just as they would at any other theatre—except that they have the advantage of using the larger, more appealing concession facilities of a drive-in theatre during intermission.

The patron could also park and, weather permitting, seat himself and guests at a table above the concessions building and watch the feature on the large drive-in screen. Sound is broadcast to patio and rooftop areas by large area speakers.

In inclement weather, patrons attending the drive-in theatres may come indoors and seat themselves in the 1,000 seat auditoriums, leaving their cars at the speaker post. Plans have already been drawn up for a walk-in type of admission.

Under these arrangements, patrons would purchase tickets at the same boxoffice used by vehicular traffic and then be transported to the indoor theatre via a small shuttle trackless train. Admission policy, at present, is designed to appeal primarily to family trade. Children under twelve are admitted free, except on days when a matinee is scheduled for the indoor theatres.

Another innovation resulting from the common projection booth is the use of one print for both the indoor and outdoor theatres. Running times are staggered for the theatres so that reels can be rewound and put on one of the four projectors in ample time for changeovers.

The parking problem for the indoor theatres is handily solved by the use of dead space behind the indoor auditorium. Some 500 cars can be accommodated in this area. Overflow could be handled by parking the indoor patron's cars at idle speaker post sites.

Look-Alikes Inside

Construction and furnishings in the indoor auditoriums are quality throughout. The decorator schemes in both theatres are similar. The Turnpike uses a basic blue in fabrics and chair coverings, and the Edison, a basic brown with brown, coral and turquoise fabrics. Both auditoriums have a gold screen curtain.

Chairs are American Bodiform with fully upholstered backs and foam padded seat cushions.

A 125 ton refrigeration unit cools the auditorium in the two theatres, capable of moving 15,000 cubic feet of air per minute. Both heating and air conditioning are fully automatic and compensate for changes in crowd size.

Electrical requirements for the theatres are considerable. The connected load draws 1200 amperes at the Edison-Plainfield and 1600 amperes at the Turnpike.

More than 65 miles of copper wire was used in the two installations.

The booths house Ashcraft arc lamps and rectifiers and Simplex XL Projectors and sound equipment. The indoor theatres are equipped with Core-Lite arc lamps. The Edison-Plainfield D-I is equipped with the new Super-Core-Lite while the Turnpike uses the SuperCinex.

Each indoor theatre is equipped with a 52-ft. Techni-Kote screen fully lighted by the Core-Lites burning at 100 amperes.

The drive-in theatre screens are 125 feet Carew models. The Turnpike Super-Cinex lamps burn at 165 amperes while the Super Core-Lite lamps at the Edison-Plainfield burn at 150 amperes.

Transistor Sound

Each indoor theatre is equipped with a Simplex all transistor sound system.

The Edison-Plainfield D-I was equipped with a special Simplex XL and Altec sound system with transistorized pre-amplifiers and four Altec No. 1570-B one hundred seventy watt power amplifiers. The Turnpike drive-in is equipped with Simplex XL-Altec sound system with six Altec 1570-B power amplifiers.

General Register 2 x 1 ticket register and transaction counting system with overhead indicating lights are used with four-lane Eprad electronic car counting systems.

James J. Thompson of Somerset, New Jersey, was architect.

All projection and sound equipment, theatre seating, house and stage draperies and ticket and car counting equipment was installed by the New York branch of National Theatre Supply Co., under the supervision of Allen Smith.

Castleberry's
PIT COOKED BARBECUED BEEF
WITH BARBECUE SAUCE

DO YOU KNOW THE DIFFERENCE

BEEF or PORK

Between GENUINE and Imitation BARBECUE?

YOUR CUSTOMERS DO! *

Castleberry's® PIT-COOKED BARBECUE

* Not ordinary meat in a barbecue sauce, Castleberry's is GENUINE Barbecue, cooked for long, lazy hours over open pits of glowing hickory coals. This is the only method that gives the unsurpassed quality and flavor of true Barbecue. With long years of proven consumer acceptance in homes and leading theatre concessions throughout the land, Castleberry's is the preferred brand. Customers show this preference by buying . . . and buying again and again! Boost your Barbecue Sandwich volume. Serve delicious, quick-to-fix Castleberry's . . . and watch your PROFITS grow!

FULL COLOR FILM TRAILERS AND OTHER ATTRACTIVE, SALES STIMULATING MATERIALS FURNISHED FREE

Contact Your Distributor, Or Write

CASTLEBERRY'S FOOD COMPANY • BOX 1010 • AUGUSTA, GEORGIA

NAC Western Regional Conference

CHICAGO—A complete program designed to provide concessionaires in theatres and other amusement and recreation centers with more profitable ideas to help increase concession and vending sales will be highlighted at the Western Regional Conference sponsored by the National Association of Concessionaires in Los Angeles, Feb. 17-18.

The NAC conference, which will be held at the Biltmore Hotel, is being staged in conjunction with the convention of the National Candy Wholesalers Association and Western Candy Show. Concessionaires from the Los Angeles area and surrounding states are expected to attend.

The NAC planning committee is headed by Jack W. Wilson of National General Corp., Beverly Hills, California; Joseph Pietroforte, Sero Amusement Co.; and Al Lapidus, Al Lapidus Popcorn & Supplies, both of Los Angeles.

Plans call for the registration of NAC members and guests on Monday morning, February 17, followed by attendance at the first general session of the National Candy Wholesalers Association. Edward S. Redstone, president of NAC and treasurer and vice-president of the Northeast Drive-In Theatre Corp., Boston, Mass., will join Leonard P. Harris, president of the National Candy Wholesalers Association, Ruben and Harris Co., Newport News, Virginia, in extending greetings to the conventioneers.

On Monday afternoon the concessionaires will visit the Western Candy Show that will be in progress at the time.

Tuesday's NAC session will feature a lineup of outstanding speakers whose prime subjects will be concerned with the merchandising of food and drink products in refreshment facilities and the role of the concessionaires in the business world.

Simmons Heads Kodak Coast Movie Division

HOLLYWOOD—Norwood L. Simmons has been appointed general manager of the West Coast Division of Eastman Kodak Company's motion picture products sales department, it was announced.

He succeeds John L. Courcier, a veteran of forty-five years in the film industry, who recently died.

Vaughn C. Shaner succeeds Simmons as manager of engineering service at the West Coast Division's Hollywood offices. Both appointments were announced by Gerald B. Zornow, vice-president for marketing at Kodak.

Simmons joined Kodak in 1937 at the Kodak Park Works in Rochester, N. Y. For the next four years he was associated with the company's film manufacturing operations.

In 1941 he moved to the West Coast Division in Hollywood. He became chief engineer of the Division in 1954, assistant manager in 1958, manager in 1960, and manager of engineering services in 1963. His appointment as general manager of the Division is effective immediately.

Born in Washington, D. C., Simmons was graduated from the University of North Carolina in 1933 with a B.S. degree in chemistry. He received his M.S. degree at California Institute of Technology in 1935 and a Ph.D degree at North Carolina in 1937.

He is past president of the Society of Motion Picture and Television Engineers, associate member of the American Society of Cinematographers, member of the Society of Photographic Scientists and Engineers and the British Kinematograph Society.

Moon Shot Photography

NEW YORK — Patrick J. Frawley, Jr., chairman of the board and chief executive office of Technicolor Corp., announced that the research and development division of Technicolor has been notified that they are the successful bidders to provide photographic services for the National Aeronautics and Space Administration and Lunar Landing Program.

He also said, "We feel that the contributing factors leading to this important assignment are due to our many years of research and development pioneering in the photographic and processes methods. Technicolor is pleased to add this important program to its expanding military and Government activities."

try a **FREE** working **SAMPLE!**

popsit plus!

will bring more profit to the most profitable concession in your theatre!

ONE GALLON
7.7 LBS.
popsit plus!
UNSURPASSED FOR POPPING CORN
CHOICE PEANUT OIL ARTIFICIALLY COLORED AND FLAVORED
REFINED AND PACKED BY C.F. SIMONIN'S SONS, INC. PHILADELPHIA 34, PA.

America's finest popcorn seasoning imparts rich butter-like flavor...and color!

PROVE IT NOW!

We'll send you a working sample, free for the asking!

SIMONIN • PHILADELPHIA 34, PA. *popping specialists to the nation*

BAGS OF BITES

Old Fashioned Licorice

■■ and Cherry Red ■■

Here's the latest in profits from Switzer's. Compact, fast-moving.

PROFIT MARGIN OVER 50%

Switzer's
LICORICE
25¢

And don't forget our 10¢ and 15¢ bars

Switzer's
LICORICE

write

Switzer's LICORICE

St. Louis 2, Mo.

HEYER-SHULTZ

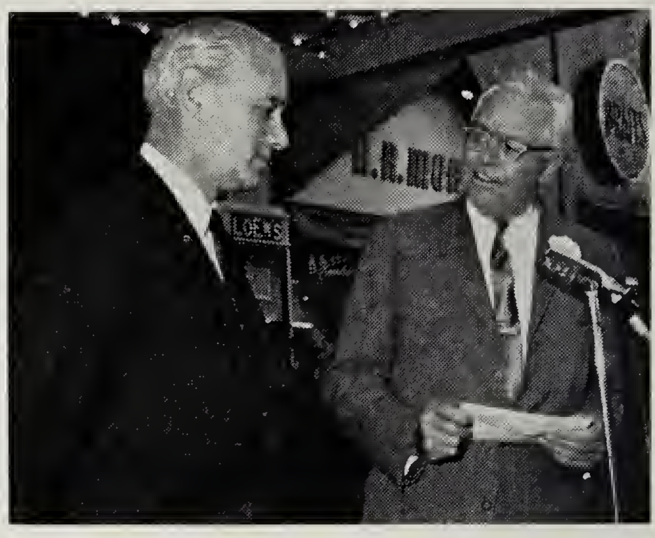
UNBREAKABLE METAL REFLECTORS

- MAXIMUM SCREEN ILLUMINATION
- GUARANTEED 5 YEARS!

Write for literature or see your Theatre Supply Dealer.

HEYER-SHULTZ, Inc. Cedar Grove, N.J.

Loew's Wilmington Completely Redone



Lt. Governor Eugene Lamott thanks Arthur M. Tolchin, assistant to the president of Loew's Theatres, for the faith demonstrated in the downtown Wilmington area by the complete remodeling of the Loew's House.

WILMINGTON, DEL.—Closed for nearly three weeks to permit complete remodeling, Loew's Theatre re-opened with ceremonies attended by Lt. Governor Eugene Lamott and Mayor John Babiarz, who snipped the traditional ribbon.

A drum and bugle corp provided ceremonial music as a large crowd gathered to view the festive proceedings.

Lt. Governor Lamott presented Arthur M. Tolchin, assistant to the president and head of the theatre company, with a scroll in appreciation of Loew's confidence in the future of Wilmington.

Mayor Babiarz gave Tolchin a key to the city, and thanked him for the steps Loew's had taken to attract more people to the downtown area.

Others on hand for the re-opening included O. H. P. Baldwin, president of the Chamber of Commerce for the State of Delaware, who also presented Tolchin with a scroll.

Despite cold weather, a large crowd of children, many accompanied by their parents, turned out to see the big attraction, Walt Disney's new full-length cartoon feature, "The Sword and the Stone." As a reward for braving the cold, the first several hundred kids were given free gifts.

During the renovation, a new Adler marquee featuring hi-intensity fluourescent lighting and red plastic letters was installed. The old outer rubber mat entrance was replaced with black and white terrazzo, and old display frames removed and replaced with mirrors.

Carpeting replaced in the inner lobby and a tile floor installed in front of the remodeled concession stand. Seats were completely refurbished with a covering of red nylon fabric.

A new automatic heating system was installed for maximum efficiency, and all weather comfort.

The Ashcraft lamphouses and projectors were completely overhauled, and a stereophonic sound system installed.

Redstone To Address Texas D-I Convention

DALLAS—"Good Enough—The Philosophy of Defeat" will be the theme of a talk by the president of the National Association of Concessionaires at the 12th Annual Convention of the Texas Drive-In Theatre Owners Association in Dallas, Texas, Feb. 13.

Edward S. Redstone, NAC president, and treasurer and vice-president of the Northeast Drive-In Theatre Corporation in Boston, Mass., will urge concessionaires to help spur concession sales in drive-in theatres "by seeking to provide the best in quality and service."

"NAC surveys reveal that theatre concessions do not always derive maximum revenue because the policy of too many concessionaires is to provide something just good enough," explains Redstone. "This is correctly termed a philosophy of defeat.

"The business of concessions has an obligation to the public to attempt always to provide the best possible quality and service," he continues. "The philosophy to provide something passable—something 'good enough' is self-defeating because failure to meet that limited goal means presentation of a substandard product to the public.

"In due time," said Redstone, "such a policy leads to reduced profits and inevitably to a further lessening in the concessionaire's service to the public."

His appearance before the Texas Drive-In Convention will mark Redstone's first official talk since assuming the presidency of the National Association of Concessionaires.

NAC, which participated in a similar program at last year's drive-in confab, will be represented on a concession panel scheduled as part of the convention program. Speakers will discuss trends, ideas and promotions related to the field of concession sales in drive-in theatres.

A series of 1964 regional concession conferences in many other areas of the United States and Canada are now in the planning stages by NAC.

Eprad Expands Plant

TOLEDO—A substantial expansion of engineering space by Eprad, Inc., Toledo, Ohio, manufacturer of communication, sound and electronic equipment for hospitals, restaurants, theatres and beauty salons has been announced by Elmer Wilschke, general manager. With this expansion, the third in the last eighteen months, Eprad now occupies the entire first floor of the Toledo Terminal Railroad Building and areas on two other floors.

Profitable diversification into new markets and steadily rising sales have necessitated additional space for an expanded engineering department and quality control and testing facility.

The engineering department is headed by Robert C. Hedler, director of engineering and formerly chief engineer for Kaiser Electronics', Toledo, Ohio plant.

New Hawaiian D-I Set

HAWAII—The newest link in an expanding chain of deluxe Hawaiian theatres and drive-ins will be Consolidated Amusement Co.'s new Kailua Drive-In Theatre, largest on the Island of Oahu.

The announcement was made at a groundbreaking by William R. Forman, who stated the new Drive-In will have its first program on a giant 90 by 120 foot screen by early summer.

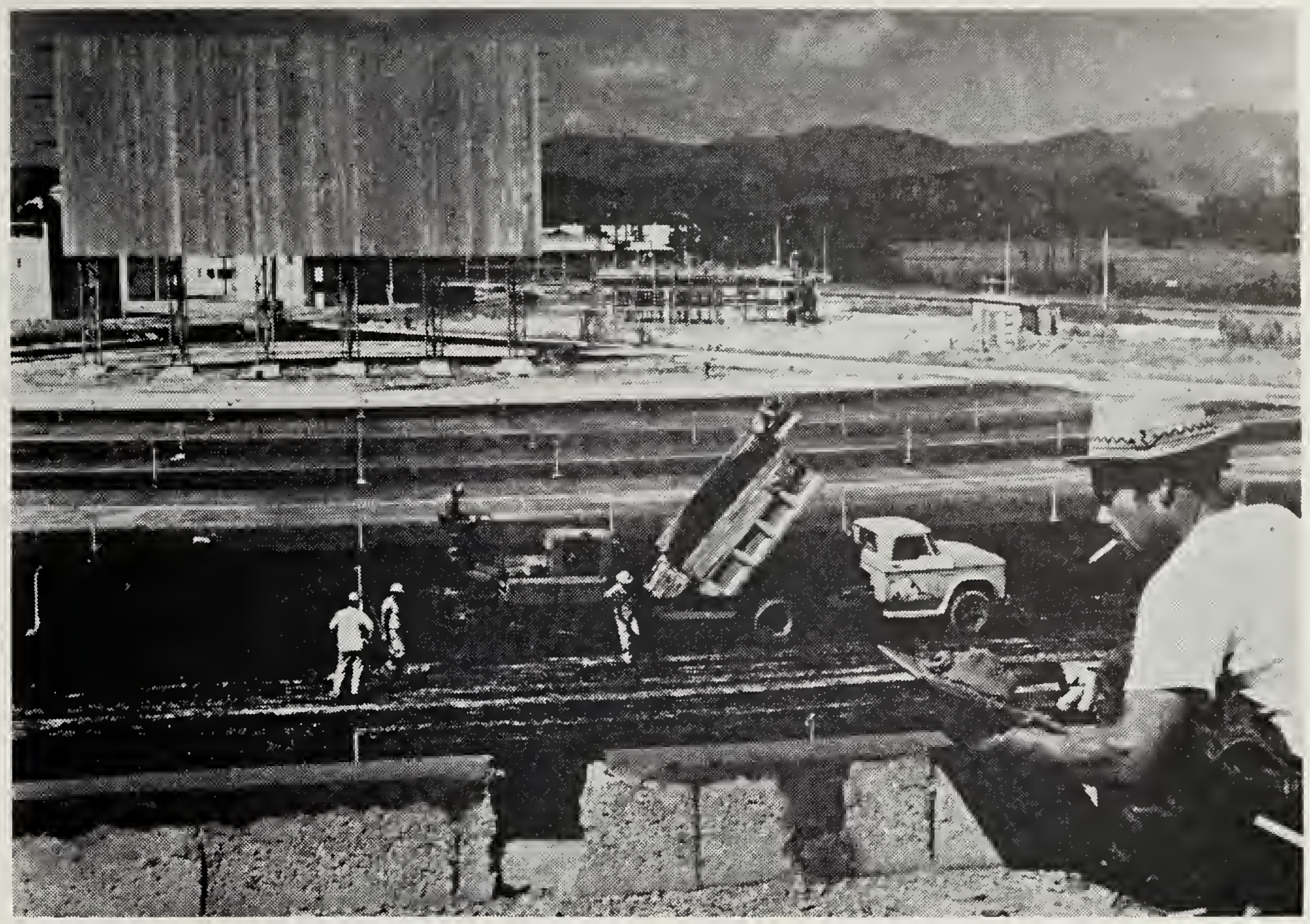
Located on the historic Pali Highway, the new drive-in will be on a direct route between Honolulu and the neighboring city of Kailua—the heart of busy island activity.

The fact that the area has long been a major tourist center is in no way handicapping the island's industrial growth. Today the vast sugar cane fields have yielded to housing and industrial tracts.

Among the many innovations to be incorporated in the new 1500 car Kailua, will be play areas for children, speedy self-service snack bar, rapid in-and-out car handling, and the newest in sound and 70mm projection equipment.

Like its sister Drive-In, the Kam, the snack bar of the new Kailua will offer express-style service on four separate lanes. In addition to the many foods that have become regularly associated with family outings in Drive-In Theatres, the Kailua will introduce many new items whose origin and taste will be exclusively Hawaiian.

Forman said that massive earth-moving operations that will level the 20-acre mountain site are progressing on schedule, and the early summer opening will be no problem.



Finishing touches are applied to the drive-in theatre in Ponce, Puerto Rico, by Commonwealth Theatres of Puerto Rico, Inc. The drive-in is the first such theatre on the southern coast of the island. Ponce is Puerto Rico's second-largest city.

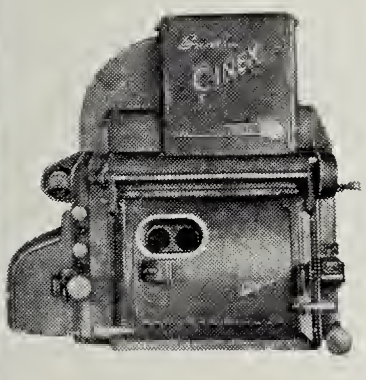
Coke And Duncan Merging

ATLANTA, Ga.—The boards of directors of Coca-Cola and Duncan Foods Co., Houston, have approved in principle a proposal under which The Coca-Cola Company would acquire Duncan Foods Co. through an exchange of stock. The announcement was made by J. Paul Austin, president of Coca-Cola and Charles W. Duncan, Jr., president of Duncan.

Ashcraft PROVED BY TEST...BY FAR THE BEST

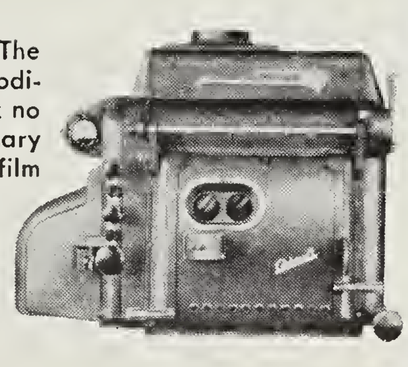
Arc Lamps and Rectifiers for Every Projector...for Every Theatre...The World's Finest

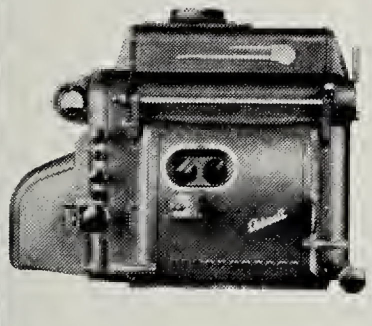
HERE ARE THE FACTS



SUPER CINEX . . . The masterpiece of the most experienced projection lamp designer. No other lamp has even remotely approached its perfection from every point of view—mechanically, electrically, optically, hydraulically or its fine air-conditioned system. Its durability and stamina have been proved. More and more fine theatres and drive-ins are re-equipping with Ashcraft Super Cinex daily due to their fine reputation for perfect screen light and service. Current range with 13.6 mm carbon, 125-165 amperes.

CINEX 35/70 SPECIAL . . . The Great of the Ashcraft Arc Lamps is a modified Super Cinex. Like the Super Cinex no third element or relay lens is necessary regardless whether 35 mm or 70 mm film is being projected. Uses a 13.6 mm high intensity positive carbon at current ranges between 125 and 140 amperes.





CORE-LITE . . . the latest and most phenomenal producer of white light at lowest possible operating cost in the family of Great Ashcraft Arc Lamps. Same arc burner and arc controls as the SUPER-CINEX. Same quality and built-in reliability. The lamp is optically designed to give greater white light distribution at less cost for carbons and electricity. There is none better—anywhere! 70-110 amp.

RECTIFIER . . . THE SPECIAL CORE-LITE 12 PHASE HIGH REACTANCE RECTIFIER . . . designed for the requirements of the Core-Lite lamp, this rectifier will give the best results. Low reactance 6 phase rectifiers should not be used. Certain motor generators, but not all, are acceptable. The special Core-Lite S/1212 rectifier will give you long, excellent service with an absolute minimum of expense. Other Ashcraft rectifiers available for every power need. The cost is no more than for inferior rectifiers.

SOLD EVERYWHERE IN THE UNITED STATES BY LEADING AUTHORIZED THEATRE SUPPLY DEALERS

C. S. ASHCRAFT MFG. CO., INC. • 36-32 38th STREET • LONG ISLAND CITY 1, N.Y.

Union Carbide Research Ctr.

NEW YORK—Union Carbide Corp. will establish a technical center in the Cleveland, Ohio area to consolidate its technical and development activities in the carbon and graphite fields, it was announced by Birny Mason, Jr., president. Motor and generator brushes and mechanical seal rings, now manufactured in Cleveland, will be produced in a new plant in Greenville, S. C.

Union Carbide's Carbon Products Division will operate both of the facilities. J. R. Johnstone, president of the division, said that the technical center should be in full operation by the end of 1965. Work on the Greenville plant will begin in June, 1964, with completion scheduled for mid-1965.

The technical center will consolidate the activities of three Carbon Products Division development laboratories now in Niagara Falls, N. Y.; Fostoria, Ohio; and Lawrenceburg, Tenn. In addition to the consolidation of development activities, those existing departments responsible for division-wide engineering, quality control, and customer technical services will be incorporated in the technical center. The center, when completed, will occupy about 175,000 sq. ft. of space.

The machining operations of specialty graphite and carbon products, now being done at the Cleveland site, will be combined, in expanded facilities, with the division's other specialty machining operations in Nagara Falls.

Carbon brushes are important components in industrial and railroad motors and generators and in electrical household appliances. Carbon seal rings are used in steam turbines, jet engines, and pumps for industrial and household use.

FAMOUS NAMES IN THEATRE EQUIPMENT!

XR-170 SCREEN

. . . The anti-static pearlescent screen that excels for both 35mm and 70mm.

USED FOR

"CLEOPATRA"
—Rivoli Theatre, N.Y.C.

and "THE CARDINAL"
—DeMille Theatre, N.Y.C.

THE FINEST IN DRIVE-IN SCREEN PAINT!

"SUPER-WHITE" . . . the old stand-by! Better than ever.

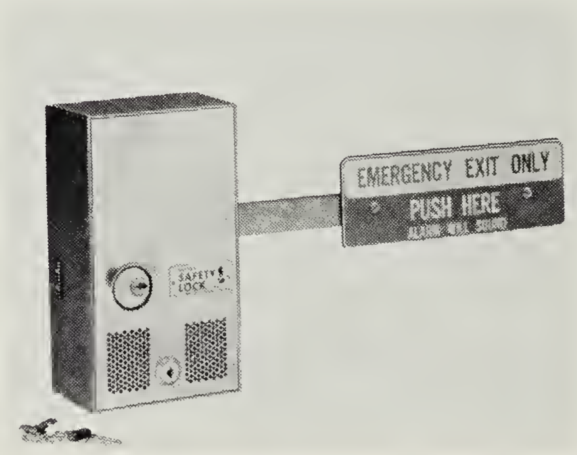
"HI-DENSITY" . . . for stipple effect with lamb's wool roller.

"VINYLKOTE" . . . vinyl plastic water mix for clean surfaces.

TECHNIKOTE CORP.
63 SEABRING ST. • BROOKLYN 31, N. Y.

NEW PRODUCTS
. . . that have Theatre interest

Door Alarm



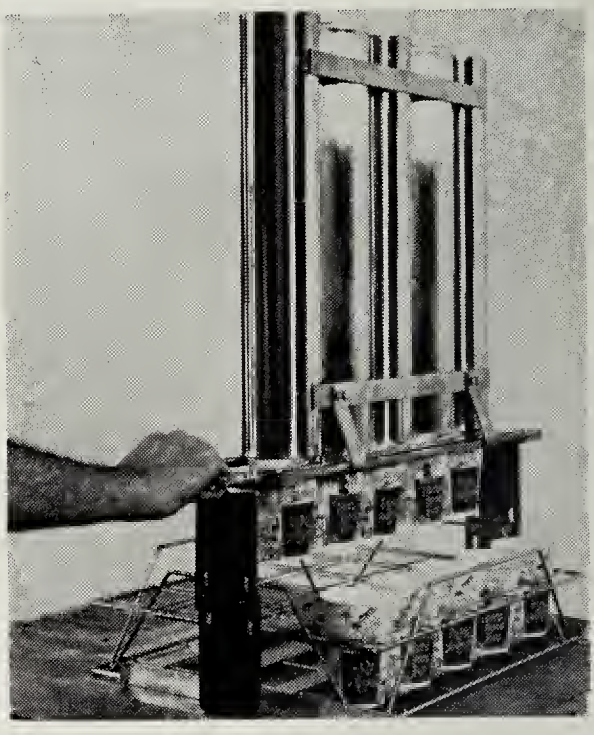
Preventing thieves and vandals from using doors which the law says must be left unlocked for the safety of personnel, is solved by an ingenious device now being marketed by the Detex Watchclock Corp.

The Detex Safety Lock permits emergency exits, receiving doors, etc., to be locked against unauthorized use. However, in an emergency, the lock will open instantly, as required by law.

If unauthorized persons try to use the door, the action will set off a loud, distinctive, and insistent battery-operated horn, alerting security personnel. The lock carries a warning that unauthorized use will set off the alarm. This alone will discourage use of the exit in most cases, Detex reports.

In normal use, authorized, key-carrying employees can disarm the horn simply by turning the key in the lock. The door can remain open to permit unloading, etc., until the work is completed.

Cup Drop Unit



A new piece of equipment to enable beverage service operators, bottlers and concessionaires to handle large crowds more speedily and with less labor has been put on the market by the Dixie Cup Division of American Can Company.

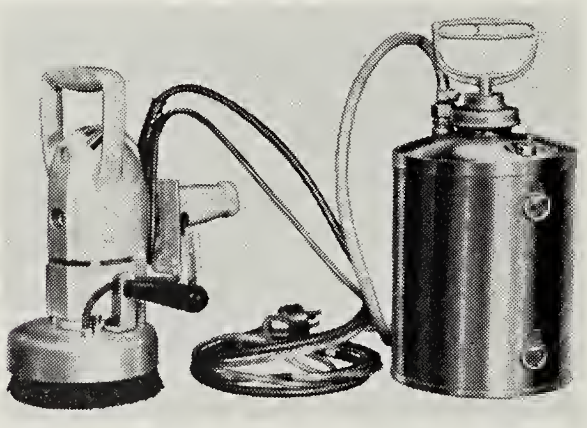
It is a five-unit-in-line cup drop—a battery of dispensing tubes that drops five cups simultaneously into a wire serving rack.

The new piece of equipment is designed for use with Dixie Cup's 15-DP speed capper, which permits a single operator to put closures on a tray of 20 cups in 12 to 18 seconds.

The 15-DP was designed for use mainly by beverage service organizations that must handle large crowds in a short time. It caps trays of filled cups with a special coated cellophane closure that is easily peeled off by the customer.

The new cup drop has a capacity of 600 cups, 120 in each of the five tubes. It will be made available to handle, 7, 9, 10, 12 and 14-ounce cups.

Portable Cleaner



A new portable cleaning unit called the Port-A-Scrub designed for scrubbing upholstery, baseboards, stairs, auto interiors, corners, and other generally difficult-to-reach areas is available from Multi-Clean Products of Saint Paul.

According to the manufacturer, it is an ideal companion to the regular scrubbing machine-wet vacuum cleaner method of floor scrubbing and rug shampooing.

The unit consists of three parts, a cleaning head, a solution tank, and a carrying case.

The cleaning head has a self-contained 1/3 hp motor with a factory lubricated, 5-year guaranteed gear unit, and a detachable 5½ inch nylon brush. An extra attachment is available so synthetic maintenance discs can be used on other than carpeted floors and stairs. The head weighs only 7 pounds to allow continuous use without operator fatigue.

The solution tank is a stainless steel pressure-type tank with a one-gallon capacity. Six to eight strokes of the pump ordinarily yield enough pressure to use up the one gallon of scrubbing solution. The carrying case is steel with enamel finish and houses the cleaning head, solution tank, brush 30-foot gray non-marking cord, and 12-foot clear plastic solution hose. Total weight is 27 pounds.

East Coast Demonstration Of Dimension 150

NEW YORK—The long awaited East Coast industry demonstration of Dimension-150 was held last week at the Skouras Syosset Theatre, Syosset, Long Island.

Invitations went to industry leaders in production, distribution and exhibition and, according to Marshall Naify, President of Dimension-150, Inc., hundreds viewed this new process.

Favorable reports on the process have been pouring in regularly from the West Coast, where a series of demonstrations have already taken place. Members of major studios' technical departments, as well as many top independent producers, have expressed enthusiasm and their desire to produce in it.

Among those expressing interest are, George Pal, Louis deRochmont and Otto Preminger.

According to Naify, the great enthusiasm shown by these industry leaders on the West Coast was motivated by the feeling of audience participation, the quality of the picture and lack of distortion achieved.

It is planned to speed up the availability of equipment required to license producers for its use.

Dimension-150 involves the use of various wide-angle lenses up to 150°, offering the widest lens-range yet developed for motion picture photography and projection.

Naify, who hosted the demonstration, has further stated that additional showings will be arranged for those who are interested.

Dr. Richard Vetter and Carl Williams of UCLA, who developed this system, were on hand to answer technical questions. Existing 70 mm situations can be converted to the new process at an equipment cost of $4,000, including optics and screen.

Vending Line Readied

WESTBURY — Continental Vending Machine Corp. and its sales subsidiary, Continental Apco, have arranged for new financing which permits the start of full production on its new line of vending equipment. A spokesman for Continental Apco announced that the firm also has a backlog of new orders amounting to over $1 million.

The new Continental Apco line of vending equipment which includes the Soda Shoppe Soft Drink Cup Dispenser, 30 Column Continental Cigarette Vendor, Ice Cream Shoppe, Coffee Shoppe, and Hot Food Shoppe, were shown at major industry trade shows, beginning with the National Automatic Merchandising Association convention this past September.

The company's new line, for which retooling started this fall, will be available for delivery to vending operators beginning later this month.

Once a large operator of vending machine routes as well as a manufacturer of vending equipment, Continental recently sold off most of its route operations and is concentrating on the manufacturing end of the business.

WANT FURTHER INFORMATION ON

PRODUCTS

ADVERTISED IN THIS ISSUE

Please Check:

- ☐ **ASHCRAFT MFG. CO., INC., C. S.,** Projection Lamps and Rectifiers
- ☐ **BALLANTYNE INSTRUMENTS AND ELECTRONICS, INC.,** Complete Theatre Equipment Leasing, Norelco 70/35 mm Projectors, Planning
- ☐ **CARBONS, INC.,** Lorraine Arc Carbons
- ☐ **CASTLEBERRY'S FOOD CO.,** Pit-Cooked Barbecue
- ☐ **CENTURY PROJECTOR CORP.,** Projection and All-Transistor Sound Systems
- ☐ **COCA-COLA CO., THE,** Coca-Cola
- ☐ **DR. PEPPER CO.,** Dr. Pepper Soft Drinks
- ☐ **EPRAD, INC.,** Theatre Products
- ☐ **HEYER-SHULTZ, INC.,** Metal Reflectors
- ☐ **MASSEY SEATING CO.,** Theatre Seat Rehabilitation
- ☐ **NATIONAL THEATRE SUPPLY CO.,** Simplex In-A-Car Speakers, X-L Projectors, Equipment
- ☐ **NORTH AMERICAN PHILIPS CO., INC.,** Norelco AA11 Universal 70/35 Projectors
- ☐ **PEPSI-COLA CO.,** Pepsi-Cola
- ☐ **SIMONIN'S SONS, C. F., INC.,** Popsit Plus Popcorn Seasoning
- ☐ **SWITZER'S LICORICE CO.,** Licorice
- ☐ **TECHNIKOTE CORP.,** Screens, Drive-In Screen Paint
- ☐ **STRONG ELECTRIC CORP., THE,** Futura Projection Arc Lamps
- ☐ **WESTERN ELECTRONICS CO.,** Rebuilt Drive-In Speakers
- ☐ **XETRON DIV., CARBONS, INC.,** Xetron Lamphouses, Power Supplies

LIST ITEMS ______________________

____

____

ISSUE OF FEBRUARY 12, 1964

NAME ....

THEATRE ....

ADDRESS ....

CITY, STATE ....

MOTION PICTURE EXHIBITOR
317 N. Broad St., Philadelphia, Pa. 19107.

THERE'S PLENTY FOR YOU AT CENTURY . . .

Improved 70 and 35mm THEATRE PROJECTION SYSTEMS

Dramatic new ALL-TRANSISTOR SOUND SYSTEMS

*True high-fidelity, distortion free.

*Increased reliability, less maintenance.

*Low installation cost minimum space needs.

*No vacuum tubes, no photoelectric cells.

. . . American made, of course

SEE YOUR CENTURY DEALER

CENTURY PROJECTOR CORP.
New York 19, N. Y.

CARBON ARCS . . . for finest Projection . . . Compact Xenon Arcs

Lorraine Arc Carbons *division*

- Brighter Light on Screen
- Longer Burning per Carbon
- More Economical . . .

XETRON products *division*

XETRON LAMPHOUSES • **XETRON POWER SUPPLIES**
by Cinemeccanica *by Christie*

CARBONS, INC. BOONTON, N. J.

Fla. Underwater Screening

JACKSONVILLE—Bender A. "Dock" Cawthon, local projection engineer with Florida State Theatres, played an important role in the first underwater screening of a feature motion picture when Warner Bros.' "The Incredible Mr. Limpet" was shown for a group of nearly 250 press, radio and television representatives and other notables in the depths of FST's Weeki Wachee Spring near Brooksville, Fla.

The screening was the culmination of weeks of advance planning and experimentation by Cawthon and other technicians. The 14 x 16-ft. screen consisted of tempered masonite covered by a conventional motion picture screen which was planted in a stationary underwater position 60 ft. in front of the submerged auditorium where the audience sat to view the picture.

The speaker system used was the exact replica of a conventional theatre speaker system except that it was installed in the auditorium's ceiling.

Equipment used consisted of modified Simplex projectors. Projection equipment was housed in a small projection room constructed in the forefront of the auditorium and light was thrown through thick plate glass and 60 ft. of water before it reached the screen. Ashcraft lamps were used for a light sources with Vycor heat filters.

Cawthon said that the passage of light through water created such magnification that the picture images on the screen appeared to be about 30 ft. from the auditorium rather than the 60 ft. in actual distance. The picture on the screen was clear and of good texture.

WE'RE SWAMPED
. . . and we love it!

When we offered to rebuild one D-I speaker free, the response was wonderful—the free samples produced a flood of orders—(just proves that theatremen know a "good deal" when they see one!)

*

OUR FREE OFFER IS STILL OPEN!

*

Try our Guaranteed Speaker Rebuilding Service without cost or obligation. Hurry! Spring is just around the corner!

Write DEPT. E-2
WESTERN ELECTRONICS CO.
3311 HOUSTON AVE.,
HOUSTON, TEXAS 77009

MAY WE BE OF HELP?

Just Check the items on which you want additional information. . . . We will get it into your hands quickly and completely. No obligation.

ADVERTISING ACCESSORIES
....Attraction Board
....Banners, Flags
....Display Cases, Easels
....Letters, Silhouette
....Marquees
....Marquee Letters
....Poster Frames
....Posters, Heralds
....Signs
Special Announcement
....Trailers
....Trailers

AIR CONDITIONING
....Air Conditioning Systems
....Air Filters
....Blowers
....Diffusers
....Fans

CONCESSIONS
....Bags
....Barbecue Products
....Beverages
....Beverage Dispenser, Fountain
....Boxes
....Bun Warmers
....Butter Dispenser
....Candy
....Coffee
....Coffeemaker
....Chocolate Drink
....Chocolate Drink Dispenser
....Concession Stand
....Concessionaire
....Canned, Prepared Foods
....Cups
....Cup Dispenser
....Food Preparation Equipment
....Fountains
....Gum
....Hamburger Grills
....Ice Cream
....Ice Cream Cabinets
....Ice Cream Dispensers
....Ice Machines
....Malt, Shake Machines
....Nuts
....Pizza Equipment & Supplies
....Popcorn
....Popcorn Seasoning
....Popcorn Warmers
....Popcorn Machines
....Refrigeration Units
....Soft Drinks
....Snow Cones

COIN VENDING MACHINES
....Candy Vender
....Cigarette Vender
....Coffee Vender
....Coin Changers
....Drink Vender, Cup
....Gum Vender
....Hot-Cold Cup Venders
....Ice Cream Vender
....Juice Vender
....Milk Vender
....Nut Vender
....Popcorn Vender
....Sandwich Vender

DECORATION • FURNISHING
....Carpets
....Carpet Cushion
....Curtains, Stage
....Curtain Controls & Track
....Decorators, Designers
....Draperies
....Drink Fountain
....Fabrics, Wall
....Flooring
....Lounge Furniture
....Mats, Rubber
....Paint
....Sand Urns
....Stage Rigging
....Tile
....Traffic Control

HEATING
....Fans
....Furnaces
....Heat Pumps
....Humidifiers
....Insulation, Thermal, Acoustic

LIGHTING
....Aisle Lights
....Batteries
....Color Wheels
....Dimmers, Controls
....Directional Signals
....Emergency Light
....Spot & Flood Lights
....Switchboards
....Transformers

MANAGEMENT
....Theatre Forms and Systems, Personnel Training
....Uniforms

PROJECTION
....Aperture Plates
....Blowers, Lamphouse, Porthole
....Carbons
....Carbon Saver
....Changeover
....Dowsers
....Film Cabinets
....Film Cement
....Film Coolers
....Film Magazines
....Film Reels
....Film Rewinders
....Film Splicers
....Lenses
....Motor Generator
....Projectors
....Projection Arc Lamp
....Projector Parts
....Pedestals
....Rectifiers
....Reel End Signals
....Reflectors
....Rewinds
....Rheostats
....Screens
....Sound Equipment
....Sprockets
....Television, Theatre
....Transformers

SAFETY SUPPLIES
....Door Hardware
....Exit Devices
....Fire Alarms
....Fire Extinguisher
....Fire Hose
....Kick-Push Plates
....Ladders

SANITARY SUPPLIES
....Carpet Cleaners
....Deodorants-Disinfectants
....Floor Cleaners
....Glass Cleaners
....Hand Dryers
....Mops—Brushes
....Soap Dispenser
....Upholstery Cleaner
....Vacuum Cleaners

SEATING
....Auditorium Seats
....Drive-In Seating
....Seat Covers
....Seat Cushion
....Seat Reconditioning
....Upholstery Material

SOUND EQUIPMENT
....Amplifiers
....Inter-Coms
....Exciter Lamps
....Microphones
....Pre-Amplifier Cabinet
....Public Address System
....Sound Equipment, Theatre
....Sounds Heads
....Sound Service Companies

TICKET OFFICE
....Admission Signs
....Boxoffices
....Cash Control Systems
....Change Making Machines
....Coin Sorters
....Tickets
....Ticket Boxes
....Ticket Machines
....Ticket Registers
....Turnstiles

DRIVE-INS
....Admission Control Systems
....Attraction Lights
....Benches
....Directional Lights
....Dust Control Systems
....Fences
....Fireworks
....Floodlights
....Insect Control
....Flares, Light
....Heater, In-Car
....Miniature Trains
....Paint
....Picnic Table
....Playground Equipment, Rides
....Pools, Swimming
....Post Lights
....Quarter Midget Racers
....Ramp Lights
....Screen Facing
....Screen Paint
....Screen Towers
....Seats, Walk-In Patron
....Speakers, In-Car
....Speaker Cords
....Speaker Cover
....Speaker Posts
....Speaker Repair
....Sweepers
....Underground Cable

Without charge or obligation, please send me additional information on above items that are checked:

Name ....Theatre ....

Address ....City, State ....

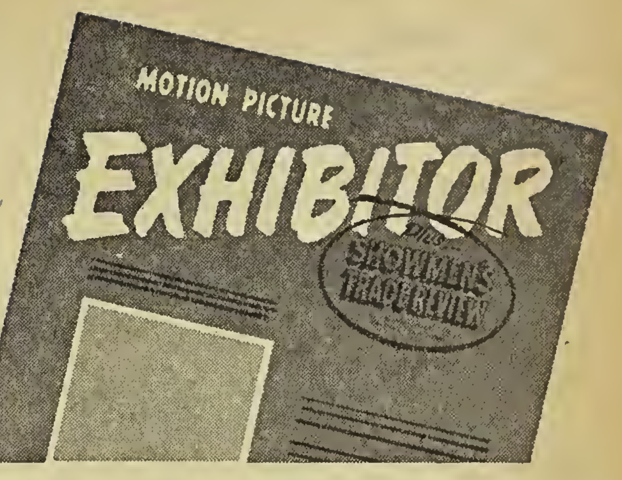
Check items, fill in coupons, tear off on dotted line and mail to

MOTION PICTURE EXHIBITOR
317 N. BROAD ST., PHILADELPHIA, PA. 19107

Have you remodeled your theatre recently? Redecorated? Put in new seats, carpets or furnishings? New Marquee or lobby? We would like to know about it. Just drop us a card or letter with details—photos if available.

SERVISECTION

THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months



Published every second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 27 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVISECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last Issues of each August will always contain a complete annual Index.

Combined, the yellow paper SERVISECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all Inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.

FEBRUARY 12, 1964
SECTION TWO
VOL. 71, NO. 5

FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the the producer. Abbreviations following title indicate type of story, such as

C—Comedy
CAR—Cartoon
COMP—Compilation
D—Drama
DOC—Documentary
MD—Melodrama
MU—Musical
W—Western
NOV—Novelty
TRAV—Travelogue

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as

CN—Cinerama
CS—CinemaScope
DC—Deluxe Color
DS—Dyaliscope
EC—Eastman Color
MC—MetroColor
PC—Pathe Color
PV—Panavision
RE—Reissue
TC—Technicolor
TE—Technirama
TS—Techniscope
VV—VistaVision
C—Other Color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and data of Issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

ALLIED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

6303 **BLACK ZOO**—MD-88m.—(PV; EC)—Michael Gough, Jeanne Cooper—5041 (5-1-63)—Mild horror entry for the program
6307 **CRY OF BATTLE**—D-99m.—Van Heflin, Rita Moreno, James MacArthur—5097 (10-9-63)—Fast action is satisfactory for program—Made in The Philippines.
6304 **55 DAYS AT PEKING**—D-150m.—(Super TE70; TC)—Charlton, Heston, Ava Gardner—5041 (5-1-63)—Segment of history makes impressive entertainment—Filmed in Spain
6301 **DAY OF THE TRIFFIDS, THE**—MD-93½m.—(CS; EC)—Howard Keel, Nicole Maurey—5041 (5-1-63)—High rating science fiction entry should please—English made
6309 **GUNFIGHT AT COMANCHE CREEK**—W-90m.—(PV; DC)—Audie Murphy, Colleen Miller—5113 (12-4-63)—Good western
6306 **GUN HAWK, THE**—W—92m.—(C)—Rory Calhoun, Ruta Lee—5097 (10-9-63)—Good action entry
6210 **PAYROLL**—MD-79m.—Michael Craig, Francoise Prevost—5045 (5-15-63)—Good programmer—English
6302 **PLAY IT COOL**—MU-74m.—Billy Fury, Anna Palk—5065 (7-10-63)—Fair programmer—English
6305 **SHOCK CORRIDOR**—D-101m.—Peter Breck, Constance Towers—5065 (7-10-63)—Sojourn in mental institution is repelling and unpleasant
6401 **SOLDIER IN THE RAIN**—CD-88m.—Jackie Gleason, Steve McQueen, Tuesday Weld—5109 (11-20-63)—Unusual comedy drama has names to help
6308 **WAR IS HELL**—MD-81m.—Tony Russell, Bayes Barron—5125 (1-22-64)—Good war entry for lower half
YANK IN VIET-NAM, A—MD-80m.—Marshall Thompson, Kieu Chinh—5129 (2-5-64)—Well made programmer—Filmed abroad

COMING FEATURES IN ORDER OF RELEASE

Feb. **LIFE IN DANGER, A**—Derrin Nesbitt, Julie Hopkins
Mar. **SECRET DOOR, THE**—C—Robert Hutton, Sandra Dorne
NAKED KISS, THE—Constance Towers, Anthony Eisley

COMING

NEVER PUT IT IN WRITING—Pat Boone, Milo O'Shea
PARTY, THE—Carol Lynley
STRANGLER, THE—Victor Buono

AMERICAN INTERNATIONAL

DISTRIBUTED DURING THE PAST 12 MONTHS

716 **BATTLE BEYOND THE SUN**—MD-67m.—(C)—Edd Perry, Arla Powell—5033 (4-3-63)—Average outer space science fiction for the program—Filmgroup
810 **BEACH PARTY**—C-100m.—(Pathe-Color; PV)—Bob Cummings, Dorothy Malone, Frankie Avalon—5069 (7-24-63)—Entertaining comedy has angles
705 **BRAIN THAT WOULDN'T DIE, THE**—MD-71m.—Jason Evers, Virginia Leith—5021 (2-20-63)—Okay horror programmer
819 **COMEDY OF TERRORS, THE**—C-86m.—(PV; C)—Vincent Price, Joyce Jameson, Peter Lorre, Boris Karloff, Basil Rathbone—5117 (12-18-63)—Mirthful, macabre money-maker
ERIK THE CONQUEROR—MD-81m.—(Colorscope; TC)—Cameron Mitchell, Alice and Ellen Kessler—5113 (12-4-63)—Another Italian-made spectacle—Italian-made; dubbed in English
807 **FREE, WHITE AND 21**—D-102m.—Frederick O'Neal, Annalena Lund—5045 (5-15-63)—Exploitable, but controversial courtroom film with a gimmick
812 **HAUNTED PALACE, THE**—MD-85m.—(PV; PC)—Vincent Price, Debra Paget, Lon Chaney—5089 (9-11-63)—Plenty of chills in superior horror entry
706 **INVASION OF THE STAR CREATURES**—C-70m.—Bob Hall, Frankie Ray—5021 (2-20-63)—For the duallers
802 **MIND BENDERS, THE**—D-101m.—Dirk Bogarde, Mary Ure—5029 (3-20-63)—Off-beat drama deals with experimentations involving the mind—English
718 **NIGHT TIDE**—D-84m.—Dennis Hopper, Linda Lawson—5033 (4-3-63)—For the duallers—Filmgroup
803 **OPERATION BIKINI**—D-80m. (Part Color)—Tab Hunter, Eva Six, Frankie Avalon—5033 (4-3-63)—War-time adventure for the program
PYRO—MD-99m.—(Panacolor)—Barry Sullivan, Martha Hyer—5113 (12-4-63)—Satisfactory horror meller—Made in Spain
714 **SAMSON AND THE 7 MIRACLES OF THE WORLD**—MD-80m.—(ColorScope)—Gordon Scott, Yoko Tani—5021 (2-20-63)—Exploitable program entry—Italian; dubbed in English
804 **TERROR, THE**—MD-81m.—(Vistascope; C)—Boris Karloff, Sandra Knight—5093 (9-25-63) Average entry for horror fans
813 **SUMMER HOLIDAY**—MU-100m.—(CS; TC)—Cliff Richard, Lauri Peters—5105 (11-6-63)—Lively musical treat for younger set—English
809 **X-THE MAN WITH THE X-RAY EYES**—MD-80m.—(Spectarama; Pathecolor)—Ray Milland, Diana Van Der Vlis—5093—(9-25-63) Superior science fiction entry holds interest
805 **YOUNG RACERS, THE**—D-82m.—(Pathecolor)—Mark Damon, William Campbell, Luana Anders—5077 (8-21-63)—Auto racing action aimed at youthful set.

TO BE REVIEWED

BLACK SABBATH—(EC)—Boris Karloff
CALIFORNIA—Jock Mahoney
CAPTIVE CITY—(C)—David Niven, Ben Gazzara—Italian-made
COMMANDO—Stewart Granger
DEMENTIA #13—William Campbell, Luana Anders—Filmgroup
EVIL EYE—John Saxon, Leticia Roman

. . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; A4—Unobjectionable for Adults with reservations; B—Objectionable in part for All; C—Condemned; follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

A

Act One	A2	WB
All Of Me		Misc.
All The Way Home	A2	Par.
Alone Against Rome		For.
Amazons of Rome	A2	UA
America, America	A3	WB
● Americanization of Emily, The		MGM
● Amok		Fox
Any Number Can Win	A2	MGM
● Ape Woman, The		Emb.
● Aphrodite, Goddess Of Love		Emb.
Atom Age Vampire		For.
Auntie Mame—Re.	A3	WB

PLEASE NOTE . . .

This SERVISECTION is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF

B

Bandits On The Wind		For.
Battle Beyond the Sun (Filmgroup)		A-I
Battle of the Worlds		Misc.
Beach Party	A3	A-I
● Bedtime Story	A3	U
● Bear, The	A1	Emb
● Behold A Pale Horse		Col.
Beauty And The Beast	A1	UA
● Becket		Par.
Bell, Bare and Beautiful		Misc.
● Best Man, The		UA
Best Of Cinerama, The		Misc.
Big Risk	A3	UA
Billy Liar	A3	For.
Birds, The	A2	U-I
● Black Sabbath		AI
Black Gold	A1	WB
Black Zoo	A2	AA
Brain That Wouldn't Die, The	B	AI
● Brass Bottle, The	A1	U
● Bullet For A Badman		U
Bunny Yeager's Nude Las Vegas		Misc.
Burning Court, The	A2	For.
Bye, Bye Birdie	A3	Col.

C

● California	A3	AI
Call Me Bwana	A2	UA
Captain Newman, M.D.	A2	U
Captain Sinbad	A1	MGM
● Captive City		AI
Cardinal, The	A3	Col.
Caretakers, The	A3	UA
● Carpetbaggers, The		Par.
Castillian, The	A2	WB
Cattle King	A1	MGM
Ceremony, The	A3	UA
● Chalk Garden, The	A2	U-I
Charde	A2	U-I
● Cheyenne Autumn		WB
Children Of The Dammed	A2	MGM
Chushingura	A2	For.
● Circus World		Par.
Cleopatra	B	Fox
Clown And The Kid, The	A1	UA
Come Blow Your Horn	A3	Par.
Come Fly With Me	A2	MGM
Comedy of Terrors, The	B	AI
● Commando		A-I
● Company Of Cowards, The	A2	MGM
Condemned Of Altona, The	A3	Fox
● Congo Vivo		Col.
Conjugal Bed, The	B	EMB
● Contempt		Emb.
Corridors of Blood	A3	Misc.
Counterfeiters Of Paris, The	A3	MGM
Court Martial	A2	UA
Courtship Of Eddie's Father, The	A2	MGM
Crawling Hand, The		Misc.
Creation Of The Humanoids, The		Misc.
● Crimson Blade, The	A1	Col.
Critic's Choice	A3	WB
Cry Double Cross		For.
Cry Of Battle	B	AA
● Curse Of The Living Corpse, The		Fox

D

Dark Purpose	A2	U
Daughter Of The Sun God		Misc.
● Day And The Hour, The	A2	MGM
Day Mars Invaded Earth, The	A1	Fox
Day Of The Triffids, The	A2	AA
Dead Ringer	A3	WB
● Dementia (Filmgroup)	B	A-I
Diary Of A Madman	A2	UA
Dime With A Halo	A3	MGM
● Distant Trumpet, A		WB
Dream Maker, The	A-I	U
● Dr. Crippen	A3	WB
Dr. No	B	UA
Dr. Strangelove		Col.
Doll, The		For.
Donovan's Reef	A2	Par.
Don't Give Up The Ship—Re.	A3	Par.
Drums Of Africa	A1	MGM
● Dubious Patriots, The		UA
Dual Of The Titans	A2	Par.

E

Easy Life, The	A4	Emb.
8½	A4	Emb.
● Emil And The Detectives		BV
● Empty Canvas, The		Emb.
● Ensign Pulver		WB
Erik, The Conqueror	A2	A-I
● Evil Eye		A-I
● Eyes of Annie Jones	A3	Fox

F

Face In The Rain		Emb.
● Fail Safe		Col.
● Fall Of The Roman Empire		Par.

FEAR—Boris Karloff
GOLIATH AND THE ISLAND OF VAMPIRES—(S; C)—Gordon Scott
GRAVESIDE STORY, THE—(PV; C)—Vincent Price, Peter Lorre, Boris Karloff
ITS ALIVE—(C)—Peter Lorre, Elsa Lanchester
IT'S A WONDERFUL LIFE—(CS; C)—Cliff Richard
LAST MAN ON EARTH—Vincent Price
MASQUE OF THE RED DEATH, THE—(PV; C)—Vincent Price, Hazel Court
MUSCLE BEACH PARTY—Frankie Avalon, Annette Funicello
SAMSON AND THE SLAVE QUEEN—(C; S)—Allen Steele
SOME PEOPLE—(C)—Kenneth More
TORPEDO BAY—James Mason, Lilli Palmer
UNEARTHLY STRANGER, THE—John Neville
UNDER AGE—Anne MacAdams, Roland Royter

BUENA VISTA

DISTRIBUTED DURING THE PAST 12 MONTHS

FANTASIA—NOV-117m.—(TC)—Leopold Stokowski and Phila. Orchestra—5097 (10-9-63)—Reissue of something different should attract lots of interest in metropolitan sectors
INCREDIBLE JOURNEY, THE—MD-80m.—(TC)——Emile Genest, John Drainie—5101 (10-23-63)—Interesting Disney presentation
141 **MIRACLE OF THE WHITE STALLIONS**—D-118m.—(TC)—Robert Taylor, Lilli Palmer, Curt Jugens—5033 (4-3-63)—Interesting adventure drama—Filmed in Austria
MISADVENTURES OF MERLIN JONES, THE—C-88m.—(TC)—Tommy Kirk, Annette—5125 (1-22-64)—Fairly amusing entry
143 **SAVAGE SAM**—MD-104m.—(TC)—Tommy Kirk, Kevin Corcoran, Marta Kisten—5049 (5-29-63)—Exciting Disney meller.
144 **SUMMER MAGIC**—CD-108m.—(TC)—Hayley Mills, Burl Ives. Dorothy Mcguire—5061 (6-26-63)—Another Disney family entertainment
SWORD IN THE STONE, THE—CAR-75m.—(TC)—Walt Disney—5097 (10-9-63)—Entertaining cartoon entry for kiddies and the young in heart
THREE LIVES OF THOMASINA, THE—D-97m.—(TC)—Patrick McGoohan, Susan Hampshire—5117 (12-18-63)—Entertaining Disney release—Filmed in England
20,000 LEAGUES UNDER THE SEA—MD-127m.—(CS; TC)—Kirk Douglas, Peter Lorre—5098 (10-9-63)—Reissue is high rating Disney feature
YELLOWSTONE CUBS—DOC—47m.—(TC)—Narrated by Rex Allen—5049 (5-29-63)—Entertaining Disney featurette

TO BE REVIEWED

EMIL AND THE DETECTIVES—Walter Slezak, Cindy Cassell
MARY POPPINS—(TC)—Julie Andrews, Dick Van Dyke
MOON-SPINNERS, THE—Hayley Mills, Eli Wallach
TIGER WALKS, A—(TC)—Brian Keith, Vera Miles Sabu
THOSE CRAZY CALLOWAYS—(TC)—Brandon De Wilde, Brian Keith

COLUMBIA

DISTRIBUTED DURING THE PAST 12 MONTHS

719 **BYE BYE BIRDIE**—MUC-112m.—(PV; EC)—Janet Leigh, Dick Van Dyke, Ann Margaret—5037 (4-17-63)—Solid, popular musical comedy entertainment
CARDINAL, THE—D-175m.—(PV; TC)—Tom Tryon, Romy Schneider, Carol Lyndley—5101 (10-23-63)—High rating drama is gratifying on all counts
DR. STRANGELOVE: OR HOW I LEARNED TO STOP WORRYING AND LOVE THE BOMB—CD-93m.—Peter Sellers, George C. Scott, Sterling Hayden—5129 (2-5-64)—Unusual serio-comedy should spark loads of word of mouth
721 **FURY OF THE PAGANS**—MD-86m.—(Dyaliscope)—Edmund Purdom, Rossana Podesta—5069 (7-24-63)—Another Italian-made spectacle for the program
GIDGET GOES TO ROME—C-101m.—(EC)—Cindy Carol, James Darren—5073 (8-7-63)—Gidget rides again in colorful entry —Filmed in Italy
IN THE FRENCH STYLE—D-105m.—Jean Seberg, Stanley Baker—5093 (9-25-63)—Poignant love story of American girl in Paris—Made in France
722 **JASON AND THE ARGONAUTS**—FAN-104m.—(EC)—Todd Armstrong, Nancy Kovack—5053 (6-12-63)—Entertaining fantasy features top special effects
003 **JUST FOR FUN**—MU-72m.—Mark Wynter,, Cherry Roland, Bobby Vee—5061 (6-26-63)—For lower half of program—English
714 **LAWRENCE OF ARABIA**—D-222m.—(PV; TC)—Peter O'Toole, Alec Guinness, Anthony Quinn—5005 (12-19-62)—Top ranking adventure epic is loaded with potential
LOVE ON A PILLOW—D-102m.—(C; Franscope)—Brigitte Bardot, Robert Hossein—5125 (1-22-64) Depends on star draw—Made in France; dubbed in English—Royal Films Int.
L-SHAPED ROOM, THE—D-125m.—Leslie Caron, Tom Bell—5051 (5-29-63)—Absorbing tale of a girl's problem—English—Davis-Royal
718 **MAN FROM THE DINERS' CLUB, THE**—C-96m.—Danny Kaye Cara Williams—5034 (4-3-63)—Cute comedy with Kaye touch
MANIAC—MD-86m.—Kerwin Mathews, Nadia Gray—5101 (10-23-63)—Interesting mystery meller—English made
OLD DARK HOUSE, THE—CMD—86m.—Tom Poston, Janette Scott—5102 (10-23-63)—Amusing comedy shocker—English made
REACH FOR GLORY—D-89m.—Harry Andrews, Kay Walsh—5093 (9-25-63)—Strong entry for art spots—English made—Royal Films Int.
RUNNING MAN, THE—MD-103m.—(PV; EC)—Laurence Harvey, Lee Remick—5094 (9-25-63)—Interesting chase yarn—Filmed abroad
SEIGE OF THE SAXONS—MD-85m.—(TC)—Janette Scott, Ronald Lewis—5089 (9-11-63)—Fair programmer—Filmed in England
STRAIT-JACKET—MD-89m.—Joan Crawford, Diana Baker, Leif Erickson—5121 (1-8-64) Grisly, but exploitable, horror shocker
SWINGIN' MAIDEN, THE—C-81m.—Michael Craig, Anne Helm, Jeff Donnell—5125 (1-22-64)—Fair supporting feature—English made
006 **THREE STOOGES GO AROUND THE WORLD IN A DAZE, THE**—C-94m.—3 Stooges, Joan Freeman—5089 (9-11-63)—Cute take-off on Jules Verne work
001 **13 FRIGHTENED GIRLS**—MD-89m.—(EC)—Kathy Dunn, Murry, Hamilton—5061 (6-26-63)—Interesting programmer
UNDER THE YUM YUM TREE—C-110m.—(EC)—Jack Lemon, Carol Lynley, Dean Jones—5098 (10-9-63)—Amusing romantic comedy
VICTORS, THE—D-175m.—(PV)—George Hamilton, George Peppard, Romy Schneider, others—5105 (11-6-63)—Provocative and unusual entry of much merit—Filmed abroad

COMING FEATURES IN ORDER OF RELEASE

Mar. **LILITH**—Warren Beatty, Jean Seberg, Kim Hunter, Peter Fonda
Mar. **PSYCHE 59**—Curt Jurgens, Patrica Neal

COMING

BEHOLD A PALE HORSE—Gregory Peck, Anthony Quinn
CONGO VIVO—Jean Sebastian, Bachir Toure
CRIMSON BLADE, THE—Lionel Jeffries, June Thorburn—English
FAIL SAFE—Henry Fonda, Dan O'Herlihy
FINEST HOURS, THE—Documentory On Sir Winston Churchill—English-made
FIRST MEN IN THE MOON—(PV; TC)—Edward Judd, Martha Hyer
GOOD NEIGHBOR SAM—(C)—Jack Lemmon, Romy Schneider
HEY THERE, IT'S YOGI BEAR—(C)—Feature Cartoon
I LOVE, YOU LOVE—(Ultrascope; C)—Don Jada's Japanese Revue, Red Army Choir, Moise Ballet
LONG SHIPS, THE—TE; TC)—Richard Widmark Sidney Poitier, Leslie Parrish
LORD JIM—(Super PV; TC)—Peter O'Toole, James Mason, Curt Jurgens
LOVE HAS MANY FACES—(PV; C)—Lana Turner, Cliff Robertson, Hugh O'Brian
MAJOR DUNDEE—(CS; C)—Charlton Heston, Richard Harris
NEW INTERNS, THE—Michael Callan, Stefanie Powers
PLAYBOY—(C)—Tony Curtis
PLAY IT COOLER—Anthony Newly, Anne Aubrey
PUMPKIN EATER, THE—Anne Bancroft, Peter Finch—English
QUICK GUN, THE—(C)—Audie Murphy, Merry Anders
SENILITA—Anthony Franciosa, Claudia Cardinale
THESE ARE THE DAMMED—Macdonald Carey, Shirley Ann Field
TRAVELING LADY, THE—Steve McQueen, Lee Remick
WATCH IT, SAILOR—Dennis Price Marjorie Rhodes

EMBASSY

8½—FAN-135m.—Marcello Mastroianni, Claude Cardinale—5061 (6-26-63)—Strictly for art house sophisticates and Fellini fans—Italian; English titles
CONJUGAL BED, THE—CD-87m.—Ugo Tognazzi, Vidady—5094 (9-25-63)—Well-made, entertaining import—Italian made; English titles
EASY LIFE, THE—D-105m.—Vittorio Gassman, Jean Louis Trintignant—5121 (1-8-64)—Highly interesting import—Italian-made; English titles

FACE IN THE RAIN, A—D-81m.—Rory Calhoun, Marina Berti, Niall MacGinnis—5029 (3-20-63)—Supense in war for program—Italian; English language

FURY AT SMUGGLERS BAY—MD-92m.—Peter Cushing, Michele Mercier—*5117 (12-18-63)—Mediocre import—English-made*

LANDRU—D-114m.—(EC)—Charles Denner, Michele Morgan—5037 (4-17-63)—Absorbing import—French; English titles

LOVE AT TWENTY—D-113m.—Jean-Pierre Leaud, Eleanora Rossi Drago—5021 (2-20-63)—Exploitable entry for art sports—Filmed abroad; English titles

MADAME—CD-104m.—(TE; TC)—Sophia Loren, Robert Hossein—5025 (3-6-63)—Exploitable offering for art and other spots—Italian made; Dubbed in English)

WOMEN OF THE WORLD—DOC-107m.—(TC)—Narrated by Peter Ustinov—5065 (7-10-63)—Informative peek at cultural and anatomical similarities of women of the world in "Mondi Cane" Fashion—Italian; English narration

COMING

BEAR, THE—Renato Rascal, Francis Blanche
APHRODITE, GODDESS OF LOVE—(C)—Isabel Corey
CONTEMPT—(WS; C)—Brigitte Bardot, Jack Palace—French
PASSIONATE THIEF, THE—Anna Magnani
YOUNG GIRLS OF GOOD FAMILY—Ziva Rodann—French
LIGHT FANTASTIC, THE—Dolores McDougal, Barry Bartle
LOVE MAKERS, THE—Claudia Cardinale, Jean-Paul Belmondo
THREE PENNY OPERA—Curt Jurgens, June Ritchie
GHOST AT NOON—(C)—Brigitte Bardot, Jack Palance
EMPTY CANVAS, THE—Bette Davis, Horst Buchholz
ONLY ONE NEW YORK—Documentary
YESTERDAY, TODAY AND TOMORROW—Sophia Loren, Marcello Mastroianni
ZULU—(TE; TC)—Stanley Baker, Jack Hawkins, Ulla Jacobson
APE WOMAN, THE—Ugo Tognazzi, Annie Girardot—Italian

MGM

DISTRIBUTED DURING THE PAST 12 MONTHS

S421 **ANY NUMBER CAN WIN**—MD-111m.—(Dialyscope)—Jean Gabin, Alain Delon—5102 (10-23-63)—Good import—French-made; English titles

326 **CAPTAIN SINDBAD**—FAN-85m.—(TC)—Guy Williams, Heidi Bruhl—5062 (6-26-63)—Well-made fantasy is solid entertainment—Filmed abroad

331 **CATTLE KING**—W-89m.—(EC)—Robert Taylor, Joan Caulfield—5053—(6-12-63)—Large scale western

CHILDREN OF THE DAMNED—D-90.—Ian Hendry, Barbara Ferris—5126 (1-22-64)—Superior suspense shocker is worthy sequel of "Village Of The Damned"—English-made

322 **COME FLY WITH ME**—CD-109m.—(PV; MC)—Dolores Hart, Hugh O'Brien, Karl Boehm—5034 (4-3-63)—Romantic adventures of three airline hostesses

313 **COUNTERFEITERS OF PARIS, THE**—CMD-99m.—Jean Gabin, Martine Carol—5029 (3-20-63)—Comedy meller has Gallic charm and Jean Gabin—French; English titles

321 **COURTSHIP OF EDDIE'S FATHER, THE**—CD-117m.—(PV; MC)—Glenn Ford, Shirley Jones, Ronny Howard—5029 (3-20-63)—Fine entertainment for everyone

318 **DIME WITH A HALO**—D-94m.—Barbara Luna, Roger Mobley, Paul Langton—5030 (3-20-63)—Satisfactory for the program

327 **DRUMS OF AFRICA**—MD-92m.—(MC)—Frankie Avalon, Marlette Hartley—5042 (5-1-63)—Okay adventure yarn for program

FAMILY DIARY—D-114m.—(TC)—Marcello Mastroianni, Jacques Perrin—5113 (12-4-63)—Drama for art spots—Italian-made; English titles

330 **FLIPPER**—D-90m.—(MC)—Chuck Connors, Luke Halpin, Kathleen Maguire—5045 (5-15-63)—Good family entertainment

320 **FOLLOW THE BOYS** MUC-95m.—(PV; MC)—Connie Francis, Paula Prentiss, Ron Randell—5022 (2-20-63)—Moderate musical aimed at teen audiences

319 **FOUR DAYS OF NAPLES, THE** —D-124m.—Regina Bianchi, Aldo Guiffre—5037 (4-17-63)—Inspiring Import deserves highest rating—Italian; English titles

GLOBAL AFFAIR, A—C-84m.—Bob Hope, Lilo Pulver—5129 (2-5-64)—Hope comedy is cute idea

401 **HAUNTING, THE**—D-112m.—(PV)—Julie Harris, Claire Bloom, Richard Johnson—5077 (8-21-63)—Superior shocker with names

HOW THE WEST WAS WON—D-155m.—(CN; TC)—James Stewart, Debbie Reynolds, George Peppard, others—4997 (11-21-62)—The greatest western spectacle; tops them all

406 **HOOTENANNY HOOT**—MU-91m.—Peter Breck, Ruta Lee, Pam Austin—5089 (9-11-63)—Entertaining entry pushing new country music craze

325 **IN THE COOL OF THE DAY**—D-89m.—(PV; MC)—Jane Fonda, Peter Finch—5049 (5-29-63)—Fairly interesting romance

323 **IT HAPPENED AT THE WORLD'S FAIR**—C-105m.—(PV; MC)—Elvis Presley, Joan O'Brien—5038 (4-17-63)—All depends on Presley draw

MAIL ORDER BRIDE—C-85m.—(PV; MC)—Buddy Ebsen, Keir Dullea, Lois Nettleton—5126 (1-22-64)—Appealing western comedy with different twist

307 **MAIN ATTRACTION, THE**—D-90m.—(MC)—Pat Boone, Nancy Kwan—5053 (6-12-63)—Adult drama of young love with circus background—Filmed In England and Italy

403 **MURDER AT THE GALLOP**—CD-81m.—Margaret Rutherford, Robert Morley—5065 (7-10-63)—'Miss Marple' returns in another delightful mystery-comedy—English

355 **MUTINY ON THE BOUNTY**—D-179m.—(PV; TC)—Marlon Brando, Trevor Howard, Tarita—4998 (11-21-62)—High rating adventure entry

PRIZE, THE—D-135m.—(PV; MC)—Paul Newman, Elke Sommer, Edward G. Robinson—5114 (12-4-63)—Names, plenty of action boost plush drama—Partly made In Sweden

324 **RIFIFI IN TOKYO**—MD-89m.—Karl Boehm, Barbara Lass—5042 (5-1-63)—Ordinary crime meller is program material—Made in Japan

306 **SAVAGE GUNS, THE**—W-85m.—(MC; MS)—Richard Basehart, Marie Grenada—5022 (2-20-63)—Average western for program Made in Spain

309 **SEVEN SEAS TO CALAIS**—MD-102m.—(CS; EC)—Rod Taylor, Irene Worth—5030 (3-20-63)—Good Swashbuckling Adventure—Italian; spoken In English

328 **SLAVE, THE**—MD-102m.—(CS; EC)—Steven Reeves—5045 (5-15-63)—Good action entry about ancient Romans—Italian-made dubbed in English

SQUARE OF VIOLENCE—MD-96m.—(Wide Screen)—Broderick Crawford—5098 (10-9-63)—Okay programmer—European made

SUNDAY IN NEW YORK—C-105m.—(MC)—Cliff Robertson, Jane Fonda, Rod Taylor—5117 (12-18-63)—Bright, sophisticated comedy to suit adult tastes

333 **TARZAN'S THREE CHALLENGES**—MD-92m.—(Dylascope; MC)—Jock Mahoney, Woody Strode—5066 (7-10-63)—Colorful Tarzan adventure—Filmed abroad

334 **TICKLISH AFFAIR, A**—AC-89m.—(PV; MC)—Shirley Jones, Gig Young, Red Buttons—5066 (7-10-63—Mild romantic comedy aimed at family audiences

409 **TWILIGHT OF HONOR**—D-104m.—(PV)—Richard Chamberlain, Nick Adams, Joan Blackman—5094 (9-25-63)—Interesting trial drama for adults

404 **WHEELER DEALERS, THE**—C-106m. (PV; MC)—James Garner, Lee Remick—5094 (9-25-63)—Money-men run riot in bright, star-filled farce

336 **YOUNG AND THE BRAVE, THE**—D-84m.—Rory Calhoun, William Bendix—5046 (5-15-63)—Okay programmer

402 **V.I.P.'s THE**—D-119m.—(PV; MC)—Elizabeth Taylor, Richard Burton, Louis Jourdan—5077 (8-21-63)—A big one with potent names—English made

COMING FEATURES IN ORDER OF RELEASE

DAY AND THE HOUR, THE—Simon Signoret, Stuart Whitman
TWO ARE GUILTY—(Dallyscope)—Anthony Perkins, Jean Claude Brialy
VICE AND VIRTUE—Catherine Daneuve, Annie Girardot, Robert Hasseln
TIKO AND THE SHARK—(WS; C)—Tahitian Cast
Feb. **NIGHT MUST FALL**—Albert Finney—English
Mar. **OF HUMAN BONDAGE**—PV; MC)—Kim Novak, Laurence Harvey
Mar. **MGM'S BIG PARADE OF COMEDY**—Compilation
Mar. **SEVEN FACES OF DR. LAO, THE**—(WS, C)—Tony Randall, Barbara Eden

COMING

AMERICANIZATION OF EMILY, THE—James Garner, Julie Andrews, Melvyn Douglas
COMPANY OF COWARDS, THE—(PV)—Glenn Ford, Stella Stevens, Jim Backus
FLIPPER'S NEW ADVENTURE—(MC)—Brian Kelly, Helen Cherry
GLADIATORS SEVEN—(CS)—Richard Harrison
GOLDEN ARROW, THE—(TE; EC)—Tab Hunter, Rosanna Padesta
GOLD FOR THE CAESARS—(C)—Jeffrey Hunter
GUNFIGHTERS AT CASA GRANDE—Alex Nicol
HERCULES, SAMSON, AND ULYSSES—(WS; EC)—Kirk Morris, Richard Lloyd—Italian-made
HONEYMOON HOTEL—Robert Goulet, Nancy Kwan
JUDGMENT IN THE SUN—Paul Newman, Claire Bloom, Laurence Harvey
KISSIN' COUSINS—(PV; MC)—Elvis Presley, Pamela Austin
LOOKING FOR LOVE—(MC)—Connie Francis, Jim Hutton
LOVE CAGE—Jane Fonda, Alan Delon
MURDER MOST FOUL—Margaret Rutherford, Terry Scott
NIGHT OF THE IGUANA—Richard Burton, Ava Gardner, Deborah Kerr
POSTMAN'S KNOCK—Spike Milligan, Barbara Shelley

Family Diary	A2	MGM
Fantasia—Re.	A2	BV
Farewell To Arms, A—Re.—	B	Fox
● Fate Is The Hunter		Fox
● FBI Code 98		WB
● Fear		A-I
55 Days At Peking	A1	AA
● Finest Hours, The		Col.
● First Men In The Moon		Col.
Five Miles To Midnight	A3	UA
● Flight From Ashiya		UA
Flipper	A1	MGM
● Flipper's New Adventure		MGM
Follow The Boys	B	MGM
For Love Or Money	B	U-I
● For Those Who Think Young		UA
Four Days Of Naples	A2	MGM
Four For Texas	B	WB
Free White and 21	B	A-I
French Came, The		For.
● From Russia, With Love		UA
Fun In Acapulco	A3	Par.
Fury at Smuggler's Bay	A2	Emb
Fury Of The Pagans	A2	Col.

G

Gathering Of Eagles, A	A1	U-I
● Ghost At Noon		Emb.
Giant Of Metropolis, The		For.
Gidget Goes To Rome	A1	Col.
● Gladiators Seven		MGM
Global Affair, A	A3	MGM
● Gold For The Caesars		MGM
● Golden Arrow, The		MGM
● Goliath And The Island Of Vampires	A1	A-I
Gone Are The Days	A2	Misc.
● Good Neighbor Sam		Col.
● Good Soup, The		Fox
● Graveside Story, The		A-I
Great Escape, The	A1	UA
● Great Race, The		WB
● Greatest Story Ever Told, The		UA
Gunfight At, Comanche Creek	A3	AA
Gunfight At The Ok Corral—Re.	B	Par.
● Gunfighter At Casa Grande		MGM
Gun Hawk, The	B	AA

H

Hand Of Death	A2	Fox
Harbor Lights	A2	Fox
Haunted Palace	A2	A-I
Haunting, The	A2	MGM
● He Rides Tall	B	U
Heavenly Bodies		Misc.
● Hercules, Samson And Ulysses		MGM
● Hey There, It's Yogi Bear		Col.
● Hide And Seek	A2	U
High And Low		For.
● Honeymoon Hotel		MGM
Hootenanny Hoot	A2	MGM
● Horror Of It All, The		Fox
● Horror Of Party Beach, The		Fox
Hot Money Girl		For.
House Of The Damned	A2	Fox
Householder, The	A2	For.
How The West Was Won	A1	MGM
Hud	A3	Par.

I

I Could Go On Singing	A3	UA
● I'D Rather Be Rich		U
● I Love, You Love	C	Col.
Incredible Journey, The	A1	BV
In The French Style	A3	Col.
In The Cool Of The Day	B	MGM
Incredible Mr. Limpet, The	A1	WB
Invasion Of The Star Creatures	A1	A-I
Invincible Gladiator, The		For.
● Invitation To A Gunfighter		UA
Invitation To Murder		For.
Irma La Douce	B	UA
Island Of Love	B	WB
● Island Of The Blue Dolphins		U
It Happened At The World's Fair	A2	MGM
● It's A Wonderful Life		AI
● It's Alive		AI
It's A Mad, Mad, Mad, Mad World	A1	UA

J

Jason and the Argonauts	A1	Col.
Johnny Cool	B	UA
● Judgment In The Sun		MGM
Julie The Redhead		For
Just For Fun	A2	Col.

K

King Kong vs. Godzilla	A1	U
Kings Of The Sun	A2	UA
Kiss Of The Vampire	A2	U
• Kisses For My President		WB
• Kissin' Cousins		MGM
• Kitten With A Whip		U
Knife In The Water	C	For.

L

Ladies Who Do	A2	For.
Ladybug, Ladybug	A2	UA
• Lady In A Cage	B	Par.
Lancelot And Guinevere (Sword of Lancelot)	A2	U-I
La Poupee		For.
Landru	B	Emb.
• Lassie's Great Adventure	A1	Fox
• Last Man on Earth		A-I
Last Train From Gun Hill, The—Re.	A2	Par.
Lawrence Of Arabia	A2	Col.
• Law Of The Lawless		Par.
Leopard, The	A3	Fox
• Life In Danger, A	A2	AA
• Light Fantastic, The	B	Emb.
Lilies Of The Field, The	A1	UA
• Lilith		Col.
List Of Adrian Messenger, The	A1	U-I
• Lively Set, The		U
Long Absence, The	A2	For.
• Long Ships, The		Col.
• Longest Day, The	A1	Fox
• Looking For Love		MGM
• Lord Jim		Col.
Lord Of The Flies	A2	For.
Love At Twenty	A3	EMB
• Love Cage		MGM
• Love Has Many Faces		Col.
Love Is A Ball	A3	UA
• Love Makers, The		Emb.
Love On A Pillow	C	Col.
Love With the Proper Stranger	A3	Par.

M

Madame	B	Emb.
Madmen Of Mandores		Misc.
Mail Order Bride	A3	MGM
Main Attraction, The	B	MGM
• Major Dundee		Col.
Man From The Diners' Club	A1	Col.
Man From Galveston, The	A2	WB
Man In The Middle	B	Fox
Man Who Knew Too Much, The—RE	A1	Par.
Maniac	A3	Col.
Man's Favorite Sport?	A3	U-I
Marilyn	B	Fox
• Marnie		U
• Mary Poppins		BV
Mary, Mary	A2	WB
• Masque Of The Red Death		AI
• MGM's Big Parade Of Comedy		MGM
McLintock	A1	UA
• Merlin Jones		BV
Mill Of The Stone Women		For.
Mind Benders, The	A3	A-I
Miracle Of The White Stallions	A1	BV
Misadventures of Merlin Jones	A1	BV
• Mister Moses		UA
Moderato Contabile		For.
Monstrosity		Misc.
• Moon-Spinners, The		BV
• Move Over, Darling	A3	Fox
Murder At The Gallop	A1	MGM
• Murder Most Foul		MGM
Muriel	A3	For.
• Muscle Beach Party		A-I
Mutiny On The Bounty	A2	MGM
• My Fair Lady		WB
My Life To Live	C	For.
My Six Loves	A1	Par.
My Son, The Hero	A1	UA
My Son the Vampire		For.

N

Naked Autumn		For.
• Naked Kiss, The		AA
• Natives Are Restless Tonight, The		MGM
Nature's Sweethearts		Misc.
• New Interns, The		Col.
New Kind Of Love, A	B	Par.
• Night Must Fall		MGM
• Night Of The Iguana		MGM
Night Tide (Filmgroup)		A-I
• Nightmare	A2	U
Nine Hours To Rama	A3	Fox
Nutty Professor, The	A1	Par.

O

• Of Human Bondage		MGM
Of Love And Desire	B	Fox
Old Dark House, The	A2	Col.
One Man's Way	A1	UA
1000 Shapes of A Female		Misc.
Operation Bikini	B	A-I
• Only One New York		Emb.
Ordered To Love		For.
• Out-Of-Towners, The		WB

RHINO—(MC)—Harry Guardino, Robert Culp
SANDOKAN, THE GREAT—(WS; TC)—Steve Reeves
SIGNPOST TO MURDER—(PV)—Joanne Woodward, Stuart Whitman
SMOG—(WS)—Annie Girardot, Renato Salvatore
TAMAHINE—(C)—Nancy Kwan, John Fraser
UNSINKABLE MOLLY BROWN, THE—(PV; MC)—Debbie Reynolds, Harve Presnell
VILLAGE OF DAUGHTERS—Eric Sykes, Gregoire Aslan
VIVA LAS VEGAS—PV; MC)—Elvis Presley, Ann Margret

PARAMOUNT

DISTRIBUTED DURING THE PAST 12 MONTHS

6307 **ALL THE WAY HOME**—D—103m.—Jean Simmons, Robert Preston, Michael Kearney—5095 (9-25-63)—Well made drama for discriminating audiences
6221 **COME BLOW YOUR HORN**—C-112m.—(PV; TC)—Frank Sinatra, Molly Picon, Barbara Rush—5049 (5-29-63)—Very funny comedy should roll to top returns
6220 **DONOVAN'S REEF**—CD-107m.—(TC)—John Wayne, Lee Marvin, Elizabeth Allen—5062 (6-26-63)—Sell the names and the action
R6301 **DON'T GIVE UP THE SHIP**—C-89m.—Jerry Lewis—5073 (8-7-63)—Amusing Lewis entry—Reissue
6217 **DUEL OF THE TITANS**—MD-90m.—(CS; EC)—Steve Reeves, Gordon Scott, Virna Lisi—5062 (6-26-63)—Actionful, large scale spectacle of ancient times—French-Italian co-production; dubbed in English
6305 **FUN IN ACAPULCO**—MU-100m.—(TC)—Elvis Presley, Ursula Andress—5109 (11-20-63)—Presley sings again
R6218 **GUNFIGHT AT THE O.K. CORRAL**—W-122m.—(TC)—Burt Lancaster, Kirk Douglas—5056 (6-12-63)—Super western rates high—Reissue
6216 **HUD**—D-112m.—(PV)—Paul Newman, Melvin Douglas, Patricia Neal—5046 (5-15-63) High rating dramatic entertainment
R6223 **LAST TRAIN FROM GUN HILL, THE**—W-94m.—(TC)—Kirk Douglas, Anthony Quinn—5056 (6-12-63)—Suspenseful, big scale western—Reissue
6312 **LOVE WITH THE PROPER STRANGER**—D-100m.—Natalie Wood, Steve McQueen—5118 (12-18-63)—Warm, entertaining drama of youngsters searching for love
R6214 **MAN WHO KNEW TOO MUCH, THE**—MD-120m.—(VV; TC)—James Stewart, Doris Day—5046 (5-15-63)—Reissue of high rating Hitchcock thriller
6213 **MY SIX LOVES**—CD-101m.—(TC)—Debbie Reynolds, Cliff Robertson—5025 (3-6-63)—Warm, entertaining family treat
6304 **NEW KIND OF LOVE, A**—C-110m.—(TC)—Paul Newman, Joanne Woodward, Thelma Ritter—5090 (9-11-63)—Entertaining comedy
6219 **NUTTY PROFESSOR, THE**—C-107m.—(TC)—Jerry Lewis, Stella Stevens—5046 (5-15-63)—Jerry Lewis rides again
6212 **PAPA'S DELICATE CONDITION**—C-98m.—(TC)—Jackie Gleason, Glynis Johns—5022 (2-20-63)—Comedy offers fun for the family
6318 **PARIS PICK-UP**—D-90m.—Robert Houssein, Lea Massari—5114 (12-4-63)—Mystery meller import of average interest—French-made; dubbed in English
R6302 **ROCK-A-BYE BABY**—C-116m.—(TC)—Jerry Lewis—5073 (8-7-63)—Highly amusing Lewis entry—Reissue
SEVEN DAYS IN MAY—D-120m.—Burt Lancaster, Kirk Douglas, Ava Gardner—5129 (2-5-64)—Engrossing drama with name-filled cast
6317 **SON OF CAPTAIN BLOOD**—MD-88m.—(CS; TC)—Sean Flynn, Ann Todd—5114 (12-4-63)—Fair action entry—Made abroad
R6308 **TO CATCH A THIEF**—MYC-106m.—(VV; TC)—Cary Grant, Grace Kelly—5073 (8-7-63)—High rating entertainment—Reissue
R6215 **TROUBLE WITH HARRY, THE**—C-99m.—(VV; TC)—Edmund Gwenn, John Forsythe, Shirley MacLaine—5046 (5-15-63)—Reissue is off-beat, amusing Hitchcock entry
R6309 **VERTIGO**—MD-127m.—(VV; TC)—James Stewart, Kim Novak—5073 (8-7-63)—Names will help suspense film—Reissue
6310 **WHO'S BEEN SLEEPING IN MY BED?**—C-103m.—(PV; TC)—Dean Martin, Elizabeth Montgomery, Carol Burnett—5114 (12-4-63)—Sophisticated, adult comedy
6306 **WHO'S MINDING THE STORE?**—C-90m.—(TC)—Jerry Lewis, Jill St. John—5114 (12-4-63)—Amusing Lewis entry
6303 **WIVES AND LOVERS**—C-103m.—Janet Leigh, Van Johnson, Shelly Winters—5073 (8-7-63)—Loads of laughs in sophisticated comedy about romantic hi-jinks

COMING FEATURES IN ORDER OF RELEASE

April **PARIS WHEN IT SIZZLES**—(TC; PV)—William Holden, Audrey Hepburn
May **LAW OF THE LAWLESS**—(TC)—Dale Robertson, Yvonne De Carlo, William Bendix
June **LADY IN A CAGE**—Olivia de Havilland, Jeff Corey, Ann Sothern

COMING

BECKET—(PV; EC)—Richard Burton, Peter O'Toole
CARPETBAGGERS, THE—(70mm. PV; TC)—George Peppard, Alan Ladd, Carroll Baker, Martha Hyer
CIRCUS WORLD—(TC)—John Wayne, Claudia Cardinale, John Smith, Rita Hayworth
FALL OF THE ROMAN EMPIRE—(UltraPV; TC)—Sophia Loren, Stephen Boyd
PATSY, THE—(TC)—Jerry Lewis, Ina Balin
ROBINSON CRUSOE ON MARS—(TS; TC)—Paul Mantee, Vic Lundin
STAGE TO THUNDER ROCK—(TC)—Barry Sullivan, Marilyn Maxwell, Scott Brady
WHERE LOVE HAS GONE—(TS; TC)—Susan Hayward, Bette Davis

20TH CENTURY-FOX

DISTRIBUTED DURING THE PAST 12 MONTHS

304 **DAY MARS INVADED EARTH, THE**—MD-70m.—(CS)—Kent Taylor, Marie Windsor—5050 (5-29-63)—Unusual, interesting programmer
CLEOPATRA—D-221m.—(Todd-AO; DC)—Elizabeth Taylor, Richard Burton, Rex Harrison—5062 (6-26-63)—Superior entertainment
312 **CONDEMNED OF ALTONA, THE**—D-114m.—Sophia Loren, Maximilian Schell, Fredric March—5090 (9-11-63)—Powerful, disturbing drama for discriminating—Made in Europe
320 **FAREWELL TO ARMS, A**—D-123m.—(CS; DC)—Rock Hudson, Jennifer Jones—5090 (9-11-63)—Fine filmization of famous book—Reissue
212 **HAND OF DEATH**—MD-62m.—(CS)—John Agar, Paula Ramond—5038 (4-17-63)—'Moster' dualler
317 **HARBOR LIGHTS**—MD-68m.—(CS)—Kent Taylor, Miriam Colon—5069 (7-24-63)—Fair programmer
313 **HOUSE OF THE DAMNED**—MD-62m.—(CS)—Ronald Foster, Merry Anders—5042 (5-1-63)—Good "haunted house" meller for duallers
311 **LEOPARD, THE**—D-161m.—(CS; DC)—Burt Lancaster, Alan Delon, Claudia Cardinale—5078 (8-21-63)—Cannes prize winner is over-long entry for art, specialty spots—Italian-made
318 **LONGEST DAY, THE**—D-180m.—(CS)—All-star cast—4986 (10-10-62)—High rating war entry—Filmed abroad
401 **MAN IN THE MIDDLE**—D-94m.—(CS)—Robert Mitchum, France Nuyen—5121 (1-8-64)—Interesting drama—Filmed in England and India
302 **MARILYN**—DOC.—83m.—(CS; C and black and white)—Narrated by Rock Hudson—5056 (6-12-63)—Mildly impressive documentary on late Marilyn Monroe
324 **MOVE OVER DARLING**—C-103m.—(CS; DC)—Doris Day, James Garner, Polly Bergen—5115 (12-4-63)—Entertaining comedy
307 **NINE HOURS TO RAMA**—D-125m.—(CS; DC)—Horst Buchholz, Jose Ferrer, Valerie Gearon—5022 (2-20-63)—Engrossing dramatic reenactment of Gandhi's assasination—Filmed in India and England
319 **OF LOVE AND DESIRE**—D-97m.—(DC)—Merle Oberon, Steve Cochran, Curt Jurgens—5090 (9-11-63)—Romantic drama is fair entry for adults only—Mexican-made
316 **POLICE NURSE**—MD-64m.—(CS)Ken Scott, Merry Anders—5050 (5-29-63)—For the lower half
309 **STRIPPER, THE**—D-95m.—(CS)—Joanne Woodward, Richard Beymer—5042 (5-1-63)—Interesting drama
323 **TAKE HER, SHE'S MINE**—C-98M.—(CS; DC)—James Stewart, Sandra Dee, Audrey Meadows—5102 (10-23-63)—Highly amusing romantic comedy
308 **THIRTY YEARS OF FUN**—COMP-85m.—Produced by Robert Youngson—5023 (2-20-63)—Highly amusing compilation of footage of yesteryear
326 **THUNDER ISLAND**—MD-65m.—(CS)—Gene Nelson, Fay Spain, Miriam Colon—5098 (10-9-63)—Good programmer
315 **YELLOW CANARY, THE**—D-93m.—(CS)—Pat Boone, Barbara Eden—5038 (4-17-63)—Well-made mystery thriller

COMING FEATURES IN ORDER OF RELEASE

Sept. **LASSIE'S GREAT ADVENTURE**—(DC)—June Lockhart, Hugh Reilly
Nov. **YOUNG SWINGERS, THE**—Molly Bee
Jan. **SURF PARTY**—Bobby Vinton, Jackie DeShannon
Feb. **EYES OF ANNIE JONES, THE**—Richard Conte, Francesca Annis
Feb. **SHOCK TREATMENT**—(CS)—Stuart Whitman, Carol Lynley, Lauren Bacall

COMING

AMOK—Jock Mahoney, Margia Dean
CURSE OF THE LIVING CORPSE, THE—
FATE IS THE HUNTER—(CS; C)—Glenn Ford, Suzanne Pleshette
GOOD SOUP, THE—(CS)—Franchot Tone, Annie Giradot
HORROR OF IT ALL, THE—Pat Boone, Erica Rogers
HORROR OF PARTY BEACH, THE—
THIRD SECRET, THE—(CS)—Stephen Boyd, Pamela Franklin—English
VISIT, THE—(CS)—Ingrid Bergman, Anthony Quinn
WHAT A WAY TO GO!—(CS; DC)—Shirley MacLaine, Paul Newman, Robert Mitchum

UNITED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

6310 **AMAZONS OF ROME**—SPEC.-93m.—(EC)—Louis Jourdan, Sylvia Syms—5025 (3-6-63)—Actionful ancient war spectacle—French-Italian co-production; dubbed in English
BEAUTY AND THE BEAST—MD-77m.—(TC)—Joyce Taylor, Mark Damon—5095 (9-25-63)—Okay family programmer—Harvard
BIG RISK, THE—D-111m.—Lino Ventura, Sandra Milo—5056 (6-12-63)—Interesting crime meller—Franco-Italian co-production; dubbed in English—Amon
6314 **CALL ME BWANA**—C-103m.—(EC)—Bob Hope, Anita Ekberg, Edie Adams—5050 (5-29-63)—Entertaining Hope entry—Eon
6315 **CARETAKERS, THE**—D-97m.—Robert Stack, Polly Bergan, Joan Crawford—5078 (8-21-63)—Gripping drama of life in mental hospital—Barlett
6404 **CEREMONY, THE**—D-105m.—Laurence Harvey, Sarah Miles—5118 (12-18-63)—Best for the arty set—Harvey
6207 **CLOWN AND THE KID, THE**—D-66m.—John Lupton, Mike McGeevey, Mary Webster—5091 (9-11-63)—For the lower half and Saturday matinees—Harvard
COURT MARTIAL—MD-82m.—Karlheinz Boehm, Sabina Sesselman—5098 (10-9-63)—Interesting, tragic war story—German-made; dubbed in English
6308 **DIARY OF A MADMAN**—MD-96m.—(TC)—Vincent Price, Nancy Kovack—5025 (3-6-63)—Good horror show for program—Admiral
6307 **DR. NO**—MD-111m.—(TC)—Sean Connery, Ursula Andress—5034 (4-3-63)—High rating adventure drama loaded with sex, skullduggery, and thrills—English—Saltzman-Broccoli
6306 **FIVE MILES TO MIDNIGHT**—D-110m.—Sophia Loren, Anthony Perkins—5023 (2-20-63)—Drama has suspense, intrigue, other angles—Litvak
6312 **GREAT ESCAPE, THE**—MD-168m.—(PV; DC)—Steve McQueen, James Garner—5038 (4-17-63)—Solid, exciting, suspenseful P.O.W. yarn—Mirisch
6311 **I COULD GO ON SINGING**—DMU-99m.—(PV; TC)—Judy Garland, Dirk Bogarde—5030 (3-20-63)—Entertaining drama—English
6313 **IRMA LA DOUCE**—C-146m.—(PV; TC)—Jack Lemmon, Shirley MacLaine—5056 (6-12-63)—Highly entertaining entry for adult audiences—Mirisch
6401 **IT'S A MAD, MAD, MAD, MAD WORLD**—C-194m. plus intermission—(Cinerama; ultra-Panavision; TC)—Spencer Tracy, Milton Berle, Ethel Merman, others—5109 (11-20-63)—High rating entertainment—Kramer
6319 **JOHNNY COOL**—MD-101m.—Henry Silva, Elizabeth Montgomery—5091 (9-11-63)—Actionful killer-gangster meller—Chrislaw
6402 **KINGS OF THE SUN**—D-108m.—(PV; DC)—Yul Brynner, Shirley Anne Field—5118 (12-18-63)—Names must carry mild spectacle—Mirisch
6405 **LADYBUG, LADYBUG**—D-84m.—Jane Connell, William Daniels—5119 (12-18-63)—Off-beat drama with a message—Perry
6321 **LILIES OF THE FIELD, THE**—CD-94m.—Sidney Poitier, Lilia Skala—5073 (8-7-63)—Heartwarming, delightful family entertainment—Rainbow
6309 **LOVE IS A BALL**—C-112m.—(PV; TC)—Glenn Ford, Hope Lange, Charles Boyer—5026 (3-6-63)—Slick sophisticated comedy romp—Oxford-Gold Medal
6322 **MC LINTOCK**—W-127m.—(PV; TC)—John Wayne, Maureen O'Hara—5112 (11-20-63)—Well-made fun western
6320 **MY SON, THE HERO**—MD-111m.—(TC)—Pedro Armendariz, Antonella Lualdi—5095 (9-25-63)—Adventure yarn offers fun—Italian-made; dubbed in English
ONE MAN'S WAY—D-105m.—Don Murray, Diana Hyland—5130 (2-5-64)—Warm, appealing life story of Dr. Norman Vincent Peale—Ross
PINK PANTHER, THE—C-113m.—(TC; TR)—David Niven, Peter Sellers, Robert Wagner, Capucine—5130 (2-5-64)—Highly entertaining comedy—Mirisch
6323 **STOLEN HOURS**—D-100m.—(DC)—Susan Hayward, Michael Craig—5098 (10-9-63)—Well-done heart-tugger aimed at the ladies—English-made—Mirisch
6226 **THIRD OF A MAN**—D-80m.—Simon Oakland, Jimmy Gaines,—5091 (9-11-63)—Family programmer of mental illness—Phoenix
781 **TOM JONES**—C—131m.—(EC)—Albert Finney, Susannah York—5100 (10-9-63)—High rating entry for adult audiences—English-made
6316 **TOYS IN THE ATTIC**—D-90m.—(PV)—Dean Martin, Geraldine Page, Wendy Hiller, Yvette Mimieux—5063 (6-26-63)—Powerful, adult drama—Mirisch-Claude
6318 **TWICE TOLD TALES**—MD-119m.—(TC)—Vincent Price, Mari Blanchard—5099 (10-9-63)—Okay horror item—Kent

COMING FEATURES IN ORDER OF RELEASE

April **FLIGHT FROM ASHIYA**—(PV; C)—Yul Brynner, Suzy Parker, Richard Widmark—Hecht
April **FROM RUSSIA, WITH LOVE**—(TS; TC)—Sean Connery, Lotte Lenya—Eon
May **BEST MAN, THE**—Henry Fonda, Cliff Robertson, Margaret Leighton-Miller-Turman

COMING

DUBIOUS PATRIOTS, THE—(PV; C)—Stewart Granger, Henry Silva, Raf Vallone, Mickey Rooney—Corman
FOR THOSE WHO THINK YOUNG—(TS; TC)—James Darren, Pamela Tiffin—Essex
GREATEST STORY EVER TOLD, THE—(CN; TC)—Max Von Sydow, Charlton Heston—George Stevens
INVITATION TO A GUNFIGHTER—(PV; EC) —Yul Brynner, Janice Rule—Kramer
MISTER MOSES—Robert Mitchum, Carroll Baker—Ross
SATAN BUG, THE—(PV; C)—George Maharis, Anne Francis, Richard Basehart—Mirisch
SEVENTH DAWN, THE—William Holden, Susannah York—Helvia
SHOT IN THE DARK, A—(PV; C)—Elke Sommer, Peter Sellers—Mirisch
633 SQUADRON—(PV; C)—Cliff Robertson, George Chakiris—Mirisch
TOPKAPI—Melina Mercouri, Peter Ustinov, Maximillian Schell—Filmways
TRAIN, THE—Burt Lancaster, Jeanne Moreau
WOMAN OF STRAW—(C)—Gina Lollabrigida, Sean Connery
WORLD OF HENRY ORIENT, THE—(PV; C)—Peter Sellers, Angela Lansbury—Pan Arts

---

UNIVERSAL

DISTRIBUTED DURING THE PAST 12 MONTHS

6307 **BIRDS, THE**—D-120m.—(TC)—Rod Taylor, Jessica Tandy, Tippi Hedren—5034 (4-3-63)—Different Hitchcock offering looks like strong boxoffice
CAPTAIN NEWMAN, M.D.—CD-126m.—(EC)—Gregory Peck, Tony Curtis, Angie Dickinson, Bobby Darin—5103 (10-23-63)—Very good comedy drama
CHARADE—CMD-114m.—(TC)—Cary Grant, Audrey Hepburn—5095 (9-25-63)—Pleasing, well-made entertainment—Filmed abroad
6320 **DARK PURPOSE**—MD-97m.—(TC)—Shirley Jones, Rossano Brazzi, George Sanders—5130 (2-5-64)—Okay mystery show
DREAM MAKER, THE—MU-87m.—(C)—Tommy Steele, Angela Douglas—5131 (2-5-64)—Pleasant programmer—English-made
6319 **FOR LOVE OR MONEY**—C-108m.—(EC)—Kirk Douglas, Mitzi Gaynor—5063 (6-26-63)—Fun entry is well made
6313 **GATHERING OF EAGLES, A**—D-115m.—(EC)—Rock Hudson, Rod Taylor, Mary Peach—5057 (6-12-63)—The Strategic Air Command in action
6314 **KING KONG VS GODZILLA**—MD-90m.—(C)—Michael Keith, James Yagi—5057 (6-12-63)—Exploitable science fiction entry for program—Japanese made
6318 **KISS OF THE VAMPIRE**—MD-88m.—(EC)—Clifford Evans, Niel Willman—5074 (8-7-63)—Good horror entry—English
6312 **LANCELOT AND GUINEVERE (SWORD OF LANCELOT)**—D-116m.—(PV; EC)—Cornel Wilde, Jean Wallace—5042 (5-1-63)—Colorful tale of Knights of yesteryear—English made
6315 **LIST OF ADRIAN MESSENGER, THE**—MD-98m.—George C. Scott, Dana Wynter—5050 (5-29-63)—Absorbing, well-made mystery
MAN'S FAVORITE SPORT?—C-120m.—(TC)—Rock Hudson, Paula Prentiss—5126 (1-22-64)—Cute comedy
6309 **PARANOIAC**—MD-80m.—Jeanette Scott, Oliver Reed—5039 (4-17-63)—Interesting horror import—English
RAIDERS, THE—W-75m.—(C)—Robert Culp, Brian Keith, Judi Meredith—5119 (12-18-63)—For the lower half
6310 **SHOWDOWN**—W-79m.—Audie Murphy, Kathleen Crowley—5039 (4-17-63)—For lower half of program
SWORD OF LANCELOT—SEE LANCELOT AND GUINEVERE
6311 **TAMMY AND THE DOCTOR**—CD-88m.—(EC)—Sandra Dee, Peter Fonda—5047 (5-15-63)—Cute series entry
YOUNG AND WILLING—D-110m.—Virginia Maskell, Paul Rogers, Ian McShane—5131 (2-5-64)—Interesting drama—English-made

P

Pair Of Briefs, A		For.
Palm Springs Week-End	B	WB
Parnoiac	A2	U-I
Papa's Delicate Condition	A1	Par.
Paris Pick-Up		Par.
• Party, The		AA
• Paris When It Sizzles		Par.
• Passionate Thief, The	A3	Emb.
• Patsy, The		Par.
Payroll	B	AA
• Perang		UA
Pink Panther	A3	UA
Pirate And The Slave Girl		For.
• Playboy		Col.
Playgirls International		Misc.
Play It Cool	A2	AA
• Play It Cooler		Col.
Please, Not Now!	C	For.
Point Of Order		Misc.
Police Nurse	A3	Fox
• Postman's Knock		MGM
PT 109	A1	WB
Prize, The	A3	MGM
Promises, Promises		Misc.
• Psyche 59		Col.
• Pumpkin Eater, The		Col.
Pyro	A3	A-I

Q

• Quick Gun, The		Col.

R

Raiders, The	A1	U
Rampage	B	WB
Reach For Glory		Col.
Resurrection		For.
• Rhino		MGM
Rififi In Tokyo	A3	MGM
• Robin And The 7 Hoods		WB
• Robinson Crusoe On Mars		Par.
Rock-A-Bye Baby—Re.	A1	Par.
Running Man, The	A3	Col.

S

Samson And The 7 Miracles Of The World	A2	AI
• Samson And The Slave Queen	A1	A-I
• Sandokan, The Great		MGM
• Satan Bug, The		UA
Savage Sam	A1	BV
Savage Guns	A2	MGM
Scanty Panties		Misc.
• Secret Door, The		AA
• Send Me No Flowers		U
• Senilita		Col.
Seven Days In May	A2	Par.
• Seven Faces Of Dr. Lao, The		MGM
Seven Seas To Calais	A1	MGM
• Seventh Dawn, The		UA
• Sex And The Single Girl		WB
Shock Corridor	B	AA
• Shock Treatment		Fox
• Shot In The Dark, A		UA
Showdown	A2	U
Siege Of The Saxons	A1	Col.
• Signpost To Murder		MGM
• 633 Squadron		UA
Skydivers, The		Misc.
Slave, The	A2	MGM
Slime People, The		Misc.
Small World Of Sammy Lee, The	B	For.
• Smog		MGM
• Soldier In The Rain	B	AA
• Some People		A-I
Son Of Captain Blood, The	A1	Par.
Sound Of Laughter, The		Misc.
Sound Of Trumpets, The	A2	For.
Spencer's Mountain	A3	WB
Square Of Violence	A2	MGM
• Stage To Thunder Rock		Par.
Steppe, The		For.
Stolen Hours	A2	UA
Strait-jacket	A3	Col.
• Strange Bedfellows		U
• Strangler, The		AA
Stripper, The	B	Fox
Suitor, The	A2	For.
Summer Holiday	A1	A-I
Summer Magic	A1	BV
Summer Place—Re.	B	WB
Sunday In New York		MGM
Sunswept		For.
• Surf Party	A2	Fox
Swingin' Maiden, The		Col.
Sword And The Stone	A1	BV
Sword Of Lancelot (See Lancelot And Guinevere)		

T

Take Her, She's Mine	A3	Fox
● Tamahine		MGM
Tammy And The Doctor	A1	U-I
Tarzan's Three Challenges	A1	MGM
Terrified		Misc.
Terror, The	A2	A-I
Therese		For.
● These Are The Damned		Col.
Three Fables Of Love	B	For.
Three Lives Of Thomasina, The	A1	BV
● Three Penny Opera		Emb.
Three Stooges Go Around The World In A Daze	A1	Col.
Third Of A Man	A2	UA
● Third Secret, The		Fox
Thrill Of It All, The	A2	U-I
13 Frightened Girls	A1	Col.
Thirty Years Of Fun	A1	Fox
● Those Crazy Calloways		BV
Thunder Island	A2	Fox
Tiara Tahiti	B	For.
Ticklish Affair, A	A1	MGM
● Tiger Walks, A		BV
● Tiko And The Shark		MGM
To Bed—Or Not To Bed		For.
To Catch A Thief—Re.	A2	Par.
Tom Jones	A4	UA
● Topkapi		UA
● Torpedo Bay		AI
Toys In The Attic	A3	UA
Traitors, The	A1	U
● Train, The		UA
● Traveling Lady, The		Col.
Trouble With Harry, The—Re.	B	Par.
20,000 Leagues Under The Sea-Re.	A1	BV
Twice Told Tales	A2	UA
Twilight Of Honor	A3	MGM
● Two Are Guilty	A3	MGM
Two Nights With Cleopatra	A2	For.

U

Ugly American, The	A1	U-I
● Unearthly Stranger, The		A-I
● Under Age		AI
Under The Yum Yum Tree	A4	Col.
● Unsinkable Molly Brown, The		MGM

V

Vertigo—Re.	A2	Par.
● Vice And Virtue		MGM
Victors, The	A3	Col.
● Village Of Daughters		MGM
● Visit, The		Fox
● Viva Las Vegas	B	MGM
V.I.P.'s, The	A3	MGM

W

Wacky Playboy, The		Misc.
Wall Of Noise	B	WB
Walleyed Nippon		For.
War Is Hell	A2	AA
War Of The Buttons, The	C	For.
● Watch It, Sailor		Col.
Werewolf in a Girl's Dormitory	A2	Misc.
● What A Way To Go!		Fox
Wheeler Dealers, The	A2	MGM
● Where Love Has Gone		Par.
Who's Been Sleeping In My Bed	B	Par.
Who's Minding The Store?	A1	Par.
● Wild And Wonderful	A1	U
Witch's Curse, The		For.
Wives And Lovers	B	Par.
● Women Of Straw		UA
Woman Of The World	C	Emb.
● World Of Henry Orient, The		UA

X

X—The Man With The X-Ray Eyes	A2	A-I

Y

Yank In Viet-nam, A		AA
Yellow Canary, The	A2	Fox
Yellowstone Cubs		BV
● Yesterday, Today And Tomorrow		Emb.
Young And The Brave	A1	MGM
● Young Girls Of Good Family		Emb.
● Youngblood Hawke		WB
Young And Willing	A4	U
Young Racers, The	A2	A-I
● Young Swingers, The	A1	Fox

Z

● Zulu		Emb.

6316 THRILL OF IT ALL, THE—C—108m.—(EC)—Doris Day, James Garner—5057 (6-12-63)—Highly amusing comedy
6317 TRAITORS, THE—MD—71m.—Patrick Allen, James Maxwell—5057 (6-12-63)—Suspense meller for supporting slot—English
6308 UGLY AMERICAN, THE—D-120m.—(EC)—Marlon Brando, Sandra Church—5035 (4-3-63)—High rating, topical drama

COMING FEATURES IN ORDER OF RELEASE

Feb. HE RIDES TALL—Tony Young, Dan Duryea
Mar. HIDE AND SEEK—Janet Munro, Curt Jurgens

COMING

BEDTIME STORY—(C)—Marlon Brando, David Niven, Shirley Jones
BRASS BOTTLE, THE—(EC)—Tony Randall, Burl Ives, Barbara Eden
BULLET FOR A BADMAN—(EC)—Audie Murphy, Darren McGavin, Ruta Lee
CHALK GARDEN, THE—(TC)—Hayley Mills, Deborah Kerr
I'D RATHER BE RICH—(C)—Sandra Dee, Robert Goulet
ISLAND OF THE BLUE DOLPHINS—(EC)—Celia Kaye, Jule Jayne
LIVELY SET, THE—(C)—James Darren, Pamela Tiffin
KITTEN WITH A WHIP—Ann-Margret, John Forsythe
MARNIE—(TC)—Tippi Hedren, Sean Connery
NIGHTMARE—David Knight, Moira Redmond—English-made
SEND ME NO FLOWERS—(C)—Rock Hudson, Doris Day
STRANGE BEDFELLOWS—Rock Hudson, Gina Lollobrigida
WILD AND WONDERFUL—(C)—Tony Curtis, Christine Kaufmann

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

362 ACT ONE—CD-110m.—George Hamilton, Jason Robards, Jr.—5119 (12-18-63)—Very good comedy drama
358 AMERICA AMERICA—D-174m.—Stathis Giallelia—5121—(1-8-64)—Well-made, interesting drama—Filmed abroad
AUNTIE MAME—C-143m.—(TE; TC)—Rosalind Russell, Forrest Tucker—5074 (8-7-63)—Highly humorous entertainment—Reissue
263 BLACK GOLD—MD-98m.—Phillip Carey, Diane McBain—5050 (5-29-63)—Fairly interesting oil yarn
352 CASTILIAN, THE—D—103m.—(Panacolor; EC)—Caesar Romero, Alida Valli—5099 (10-9-63)—Colorful action adventure for program—Made in Spain
259 CRITICS CHOICE—C-100m.—(PV; TC)—Bob Hope, Lucille Ball—5035 (4-3-63)—Amusing comedy gets big 'name' boost
357 DEAD RINGER—D-115m.—Bette Davis, Karl Malden—5131 (2-5-64)—Interesting drama
356 4 FOR TEXAS—CMD-124m.—(TC)—Frank Sinatra, Dean Martin, Anita Ekberg—5122 (1-8-64)—Western has angles for boxoffice action
INCREDIBLE MR. LIMPET, THE—C-99m.—Don Knotts, Carole Cook—5131 (2-5-64)—Good fun film
264 ISLAND OF LOVE—C-101m.—(PV; TC) Robert Preston, Georgia Moll—5039 (4-17-63)—Cute and colorful comedy
MAN FROM GALVESTON, THE—W—57m.—Jeff Hunter, Joanna Moore—5126 (1-22-64)—Short feature is okay dualler
354 MARY, MARY—C-126m.—(TC)—Debbie Reynolds, Barry Nelson—5091 (9-11-63)—Amusing picturization of stage hit
355 PALM SPRINGS WEEKEND—CD-100m.—(TC)—Troy Donahue, Connie Stevens—5105 (11-6-63)—Program entry has angles for teens and others
266 PT 109—D-140m.—(PV; TC)—Cliff Robertson, Ty Hardin—5030 (3-20-63)—Excellent dramatization of President Kennedy's wartime experiences
353 RAMPAGE—D-98m.—(TC)—Robert Mitchum, Elsa Martinelli, Jack Hawkins—5078 (8-21-63)—Two men and a woman on safari is interesting drama
265 SPENCER'S MOUNTAIN—D-119m.—(PV; TC)—Henry Fonda, Maureen O'Hara—5026 (3-6-63)—Highly interesting drama for family trade
SUMMER PLACE—D-130m.—(TC)—Richard Egan, Dorothy McGuire—5074 (8-7-63)—Well-made tale of human emotions could gross big—Reissue
351 WALL OF NOISE—D-112m.—Ty Hardin, Suzanne Pleshette, Dorothy Provine—5078 (8-21-63)—Interesting romantic drama with horse race background

COMING FEATURES IN ORDER OF RELEASE

Feb. DR. CRIPPEN—Donald Pleasence, James Robertson Justice

COMING

CHEYENNE AUTUMN—(Super-PV 70; C)—Edward G. Robinson, James Stewart, Carroll Baker
DISTANT TRUMPET, A—(PV; TC)—Troy Donahue, Suzanne Pleshette
ENSIGN PULVER—(PV; TC)—Robert Walker, Burl Ives, Millie Perkins
FBI CODE 98—Jack Kelly, Peggy McCay
GREAT RACE, THE—(WS; C)—Burt Lancaster, Jack Lemmon
KISSES FOR MY PRESIDENT—Fred MacMurray, Polly Bergen
MY FAIR LADY—(Super Panavision 70; TC)—Rex Harrison, Audrey Hepburn
OUT-OF-TOWNERS, THE—Glenn Ford, Geraldine Page
ROBIN AND THE 7 HOODS—(PV; TC)—Frank Sinatra, Dean Martin, Sammy Davis, Jr., Bing Crosby
SEX AND THE SINGLE GIRL—(TC)—Tony Curtis, Natalie Wood, Henry Fonda
YOUNGBLOOD HAWKE—James Franciscus, Suzanne Pleshette

MISCELLANEOUS

ALL OF ME—NOV.—73m.—(Partly EC)—Brenda DeNaut—5122 (1-8-64)—Nudie novelty has several angles—Brenner
BALCONY, THE—D-84m.—Shelley Winters, Peter Falk—5035 (4-3-63)—For adults only in the art spots—Continental
BATTLE OF THE WORLDS—MD-84m.—(C)—Claude Raines—5119 (12-18-63)—Fair science fiction meller—Topaz
BELL, BARE AND BEAUTIFUL—NOV—64m.—(EC)—Virginia Bell—5106 (11-6-63)—Nudie novelty has Bell name—Griffith
BEST OF CINERAMA, THE—COMP.-142m.—(TC; CN)—Best of past Cinerama efforts—5122 (1-8-64)—Cinerama
CORRIDORS OF BLOOD—MD-87m.—Boris Karloff—5053 (6-12-63)—Exploitable horror item—English—MGM through Independent Exchanges
CREATON OF THE HUMANOIDS, THE—MD—75m.—(EC)—Don Megowan, Erica Elliot—5099 (10-9-63)—For the lower half—Emerson Film Ent.
DAUGHTER OF THE SUN GOD—MD-75m.—(EC)—William Holmes, Lisa Montell—5103 (10-23-63)—Strictly for the duallers—Filmed In Peru—Herts-Lion Int.
GONE ARE THE DAYS—CD—97m.—Ruby Dee, Ossie Davis—5106 (11-6-63)—Satire on Integration for limited market—Hammer Bros.
HEAVENLY BODIES—NOV.-60m.—(EC)—Russ Meyer—5092 (9-11-63)—Nudie novelty for censor-free spots—Eve
MADMEN OF MANDORAS—MD—74m.—Walter Stocker, Audrey Caire—5126 (1-22-64)—Okay programmer—Crown Inf.
MONSTROSITY—MD—67m.—Erica Peters, Frank Gerstle—5099 (10-9-63)—For the duallers—Emerson Film Ent.
NATURE'S SWEETHEARTS—NOV.-63m.—(EC)—Maria Stinger, Dick Powers—5074 (8-7-63)—Nudist film for adults—Ikay Beautiful Films
1000 SHAPES OF A FEMALE—NOV.—79m.—(EC)—Dan Craig, Faith Van Gilbert—5122 (1-8-64)—Artists and nude models at work in Greenwich Village—Cinema Syndicate
PLAYGIRLS INTERNATIONAL—NOV. 70m.—(Techniscope; TC)—Produced and directed by Doris Wishman—5115 (12-4-63)—Fair Nudie Novelty—Westfield
POINT OF ORDER—DOC.-97m.—Produced by Emile De Antonio and Daniel Talbot—5131 (2-5-64)—Documentary based on Army-McCarthy hearings has limited appeal—Point
PROMISES, PROMISES—C—75m.—Jayne Mansfield, Tommy Noonan—5096 (9-25-63)—Comedy and cheesecake make for fun—NTD
SKYDIVERS, THE—MD—75m.—Kevin Casey, Marcia Knight—5127 (1-22-64)—Strictly filler for duallers—Crown Int.
SOUND OF LAUGHTER, THE—COMP.—75m.—Narrated by Ed Wynn—5122 (1-8-64)—Comedy compilation from old films is moderately amusing—Union
TERRIFIED—MD-70m.—Rod Lauren, Steve Drexel, Tracy Olsen—5119 (12-18-63)—Teenage study in terror—Crown Int.
WEREWOLF IN A GIRLS' DORMITORY (GHOUL IN SCHOOL, THE)—MD-84m.—Barbara Lass, Carl Schell—5056 (6-12-63)—Okay horror entry—MGM through Independent Exchanges

FOREIGN

DISTRIBUTED DURING THE PAST 12 MONTHS

ATOM AGE VAMPIRE—MD—87m.—Albert Lupo, Susanne Loret—5123 (1-8-64)—Okay horror entry—Italian-made; dubbed in English—Topaz

BILLY LIAR—D—96m.—Tom Courtenay, Julie Christie—5123 (1-8-64)—Import is treat for art, specialty spots—English—Continental Dist.

BURNING COURT, THE—MD-102m.—Nadja Tiller, Jean-Claude Brialy—5074 (8-7-63)—Fair import—French-made; dubbed in English—Trans-Lux

CHUSHINGURA—D—105m.—(C)—Koushiro Matsumoto, Yuzo Kayama—5106 (11-6-63)—Colorful entry for art spots—Japanese; English titles—Toho

CRY DOUBLE CROSS—MD-65m.—Hardy Kruger—5123 (1-8- 64)—Actionful crime meller—German-made; dubbed in English—Atlantic Pictures

FRENCH GAME, THE—D-86m.—Francoise Brion, Jean-Louis Trintignant—5103 (10-23-63)—Moderately interesting import—French made; English titles—Atlantic

GIANT OF METROPOLIS, THE—MD—92m.—(C)—Gordon Mitchell—5123 (1-8-64)—Interesting science fiction melodrama—Italian-made; dubbed in English—Seven Arts

HOT MONEY GIRL—MD-81m.—Eddie Constantine, Dawn Addams—5103 (10-23-63)—Okay action programmer—German-made; spoken In English—United Producers Releasing Org.

HOUSEHOLDER, THE—CD-100m.—Shashi Kapoor—5103 (10-23-63)—Cute import for art spots—Indian-made; English language—Royal Films Int.

INVINCIBLE GLADIATOR, THE—MD—96m.—(Wide Screen)—Richard Harrison, Isabel Corey—5123 (1-8-64)—Action packed Italian spectacle—Italian-made; dubbed in English—Seven Arts

INVITATION TO MURDER—MD—65m.—Robert Beatty—Okay private investigator programmer—5127 (1-22-64)—English-made—Atlantic Pictures

JULIE, THE REDHEAD—C—100m.—Pascale Petit, Daniel Gelin—5106 (11-6-63)—Amusing Import—French made; English titles—Shawn Int.

KNIFE IN THE WATER—D—95m.—Leon Niemczyk, Jolente Umecka—5127 (1-22-64)—Compelling psychological drama for art spots—Polish; English titles—Kanawha

LADIES WHO DO—C—85m.—Peggy Mount, Robert Morley—5123 (1-8-64)—Mildly amusing entry—English-made; Continental

LA POUPEE—D—90m.—(EC)—Zbigniew Cybulski, Sonne Teal—5096 (9-25-63)—Way-out satire on politics and people—French; English titles—Hakim

LORD OF THE FLIES—D-90m.—James Aubrey, Tom Chapin—5092 (9-11-63)—Skillfully made, but disturbing drama is decidedly off-beat—English-made—Continental

MILL OF THE STONE WOMEN—MD-94m.—(TC)—Pierre Brice, Scilla Gabel—5104 (10-23-63)—Horror meller is okay dualler—Made in The Netherlands—Dubbed in English—Parade

MODERATO CONTABILE—D—95m.—Jeanne Moreau, Jean-Paul Belmonde—5127 (1-22-64)—Dull import—French-made; English titles—Royal Films Int.

MURIEL—D—115m.—(EC)—Delphine Seyrig, Jean-Baptiste Thieree—5106 (11-6-63)—Puzzling import strictly for art set—French; English titles—Lopert

MY LIFE TO LIVE—D—85m.—Anna Karina, Saddy Rebbot—5100 (10-9-63)—Fair import—French made; English titles—Union

MY SON THE VAMPIRE—C-72m.—Bela Lugosi, Arthur Lucan—5120 (12-18-63)—Okay combination of slapstick and horror—English-made—Blue Chip Prod.

NAKED AUTUMN—D—98m.—(Dyaliscope)—Simone Signoret, Reginald Kernan—5115 (12-4-63)—Fair Import—French-made; English titles—UMPO

ORDERED TO LOVE—D-82m.—Maria Perschy, Joachim Hansen—5075 (8-7-63)—Exploitable program offering—German-made; dubbed in English—M.C. Dist.

PAIR OF BRIEFS, A—C—90m.—Michael Craig, Mary Peach—5106 (11-6-63)—Satisfactory English comedy laughs at lawyers—English—Davis

PIRATE AND THE SLAVE GIRL—MD—86m.—(Colorscope; Color)—Lex Barker, Chelo Alonso—5115 (12-4-63)—Costume meller has Lex Barker name—Italian-made; dubbed in English—Crest

PLEASE, NOT NOW!—C—74m.—Brigitte Bardot—5115 (12-4-63)—Saucy Bardot comedy in French style—French-made; dubbed in English—Int. Classics

RESURRECTION—D—148m.—Tamara Syomina, Yevgeni Matveyev—5107 (11-6-63)—Impressive rendition of Tolstoy novel—Russian; English titles; Artkino

SMALL WORLD OF SAMMY LEE, THE—D-105m.—Anthony Newley, Julia Foster—5092 (9-11-63)—Intriguing tale best suited for adult audiences—Seven Arts

SOUND OF TRUMPETS, THE—90m.—D—Loredana Detto, Sandro Panzeri—5107 (11-6-63)—Interest-filled Import—Italian; English titles—Janus

STEPPE, THE—D—100m.—(EC)—Charles Vanel, Christina Cajoni—5107 (11-6-63)—Good Import for art spots—Italian made; English titles—Royal Films Int.

SUITOR, THE—C—83m.—Pierre Etaix, Karin Vesely—5107 (11-6-63)—Amusing import—French-made; English titles; Atlantic

SUNSWEPT—NOV-65m.—(EC)—Yannick—5120 (12-18-63)—Nudist novelty—English-made—American Int. Dist.

THERESE—D—107m.—Emmanuele Riva, Philippe Noiret—5127 (1-22-64)—Fair offering for art spots—French-made; English titles—Pathe

TIARA TAHITI—D—100m.—(EC)—James Mason, John Mills—5116 (12-4-63)—Fair program entry—English made—Zenith Int.

THREE FABLES OF LOVE—C-76m.—Sylva Koscina, Anna Karina, Leslie Caron—5075 (8-7-63)—Fun-filled entry for art spots—Italo-French; English titles—Janus

TO BED—OR NOT TO BED—CD—103m.—Alberto Sordi—5127 (1-22-64)—Well made import—Italian-made; English titles—Continental

TWO NIGHTS WITH CLEOPATRA—C—80m.—(C)—Sophia Loren, Alberto Sordi—5107 (11-6-63)—Farce has Loren name and little else—Italian; dubbed in English—Ultra

WALLEYED NIPPON—C-90m.—(Tohoscope; C)—Akira Takarada, Yumi Shirakawa—5104 (10-23-63)—Cute entry of modern Japan and mixed-up romance—Japanese made; English titles—Toho

WAR OF THE BUTTONS, THE—CD-92m.—Jacques Dufilho, Yvette Etievant—5124 (1-8-64)—Amusing entry for art spots—French-made; English titles—Bronston

THESE THEATRE-TESTED FORMS AVAILABLE TO MOTION PICTURE EXHIBITOR SUBSCRIBERS!

DATE BOOK FORMS:	
. . . Pocket-Size-6 ring (3¾ x 6¾ in.) Dated full year supply	$1.00
. . . Large Size-3 ring (9 x 12 in.) Undated 52 pages	.50
SERVICE-KIT SYSTEM:	
. . . Large Size complete set of: Date Book forms, Availability and Playoff Worksheets, Performance Record and Cut-Off sheets, Booking Calendar, Other Dividers	1.30
. . . Availability and Playoff Worksheets (9 x 12 in.) 10 pages	.10
. . . Performance record and Cut-Off Sheets (9 x 12 in.) 20 pages	.25
BINDERS, Plain:	
. . . For Pocket-Size Date Book-6 ring. Soft leatherette.	1.30
. . . For Service-Kit System, Reviews, Service-Section. Stiff leatherette.	1.50
ZIPPER CASE BINDERS, Leather:	
. . . 3-Ring, genuine cowhide. Tax incl.	6.00
BOXOFFICE STATEMENTS:	
. . . Regular theatre. Padded In 50's and punched (5½ x 9 in.). Per Pad	.30
. . . Drive-in theatre. Padded In 50's and punched (5½ x 9 in.). Per Pad	.30
PROGRAM AND RUNNING TIME SCHEDULES:	
. . . For regular and drive-In theatres. Padded in 50's. Per Pad	.30
BOOKKEEPING SYSTEM—Book:	
. . . At-A-Glance (copyright) for regular and drive-in theatres. Annual record (9 x 12 In.)	1.75
BUSINESS ANALYSIS SPREAD-SHEETS:	
. . . Drive-in theatres only. Large sheets (11 x 16 in.) Set of 13 sheets	.55
PAYROLL FORMS:	
. . . Weekly for regular and drive-in. Folding flap (8½ x 11 in.). Set of 52 sheets	1.30
EMPLOYEE EARNINGS RECORD CARDS:	
. . . Annual card for each employee (8½ x 11 in.). All deductions. Set of 12 cards	.40
PETTY CASH CONTROL SYSTEM:	
. . . Voucher pads, numbered consecutively. (3 x 5 In.) Per Pad	.30
. . . Weekly envelopes for filing full week's transactions. Set of 50	.65
SERVICE MANUALS FOR TRAINING:	
. . . Separate sections on regular and drive-in employees. Each	.10

EXHIBITOR BOOK SHOP
317 N. Broad St.
Philadelphia, Pa. 19107

FEATURE FILMS PRODUCTION NUMBERS and NATIONAL RELEASE DATES 1962-'63 and 1963-'64 SEASONS

(This is a listing of all production numbers and release dates, as made available by the companies on 1962-63 and 1963-64 product, accurate to time of publication.—Ed.)

Allied Artists

6302	Play It Cool	April
6303	Black Zoo	May
6304	55 Days At Peking	July
6305	Shock Corridor	Oct.
6306	The Gun Hawk	Oct.
6307	Cry of Battle	Oct.
6308	War Is Hell	Dec.
6309	Gun Fight At Comanche Creek	Nov.
6310	A Life In Danger	Feb.
	Year Of The Tiger	Nov.
6401	Soldier In The Rain	Dec.
	A Yank In Viet-Nam	Feb.
	Now It Can Be Told	March
	The Strangler	April

American-International

801	Dementia #13	June
B02	The Mind Benders	April
803	Operation Bikini	March
B04	The Terror	July
805	The Young Racers	May
B06	California	March
807	Free, White And 21	March
808	Erik, The Conqueror	April
809	X-The Man With The X-Ray Eyes	Oct.
810	Beach Party	Aug.
812	Haunted Palace	Sept.
813	Summer Holiday	Oct.
814	The Graveside Story	Dec.
B15	Black Sabbath	March
B16	Pyro	Nov.
B17	Goliath And The Sins Of Babylon	Dec.
	Samson And The Slave Queen	Dec.
B18	Some People	Feb.
B19	The Comedy Of Terrors	Jan.
B20	Under Age	Feb.
	Commando	Feb.
	Torpedo Bay	Feb.
	Evil Eye	March
	Muscle Beach Party	March
	Last Man On Earth	April
	Unearthly Stranger	April

Buena Vista

134	Lady And The Tramp—RE	Oct.
135	Almost Angels	Oct.
136	In Search Of The Castaways	Dec.
140	Son Of Flubber	Feb.
141	Miracle Of The White Stallions	March
143	Savage Sam	July
144	Summer Magic	Aug.
	Fantasia—RE	Oct.
	20,000 Leagues Under The Sea—RE	Oct.
	The Incredible Journey	Nov.
	Sword In The Stone	Dec.

Columbia

703	The Interns	Aug.
704	3 Stooges In Orbit	Aug.
705	Damn The Defiant	Sept.
706	Best Of Enemies	Sept.
707	Ring-A-Ding Rhythm	Sept.
70B	Requiem For A Heavyweight	Oct.
X– 709	Two Tickets To Paris	Oct.
710	The Pirates Of Blood River	Nov.
711	We'll Bury You	Aug.
712	The War Lover	Nov.
713	Barrabas	Dec.
714	Lawrence Of Arabia	Jan.
715	Diamond Head	Feb.
718	The Man From The Diners' Club	April
719	Bye, Bye Birdie	April
721	Fury Of The Pagans	May
722	Jason And The Agronauts	June
001	13 Frightened Girls	July
002	Gidget Goes To Rome	Aug.
003	Just For Fun	Oct.
005	In The French Style	Sept.
006	3 Stooges Go Around The World In A Daze	Sept.
007	The Old Dark House	Oct.
008	Maniac	Oct.
009	The Running Man	Oct.
	Under The Yum Yum Tree	Nov.
	The Cardinal	Dec.
	Dr. Strangelove	Jan.
	Strait-Jacket	Jan.
	The Victors	Feb.
	Lileth	March
	Psyche 59	March
	The Quick Gun	April

Embassy

Face In The Rain	March
The Bear	March
Passionate Thief	April
Aphrodite, Goddess Of Love	April
The Light Fantastic	April
Landru	May
Young Girls Of Good Family	June
The Three Penny Opera	Sept.
The Conjugal Bed	Sept.
A Ghost At Noon	Oct.
The Empty Canvas	Nov.

MGM

401	The Haunting	Sept.
402	V.I.P.'s	Sept.
403	Murder At The Gallop	
404	The Wheeler Dealers	Nov.
	Mutiny On The Bounty	
406	Hootenanny Hoot	Aug.
	Vice And Virtue	Sept.
409	Twilight Of Honor	Oct.
S421	Any Number Can Win	Feb.
	MGM's Big Parade Of Comedy	March
	Gladiator's Seven	Nov.
412	The Prize	Dec.
	Children Of The Damned	Jan.
	A Global Affair	Jan.
	Sunday In New York	Feb.
	Mail Order Bride	Feb.
	Of Human Bondage	March
	Seven Faces Of Dr. Lao	April
	Kissin' Cousin	April
	Tamahine	April
	Company Of Cowards	April
	Night Must Fall	April
	Rhino	May
	Golden Arrow	May
	Gladiators Seven	May
	Viva Las Vegas	June
	How The West Was Won	June
	The Unsinkable Molly Brown	July
	Looking For Love	July
	Honeymoon Hotel	Aug.
	Night Of The Iguana	Aug.

MGM Reissues

"THE WORLD HERITAGE" PICTURES

Group One

"David Cooperfield"—W. C. Fields	132m.
"Pride and Prejudice"—Laurence Olivier	116m.
'Captains Courageous"—Spencer Tracy	116m.
"Little Women"—Elizabeth Taylor	122m.

Group Two

"A Tale of Two Cities"—Ronald Colman	128m.
"Kim"—Errol Flynn	113m.
"Julius Caesar"—Marlon Brando	121m.
"The Good Earth"—Paul Muni	128m.

GOLDEN OPERETTA SERIES

Group One

Rudolph Friml's "Rose Marie"
Franz Lehar's "The Merry Window"
Johann Strauss' "The Great Waltz"
Victor Herbert's "Sweethearts"
Sigmund Romberg's "The Girl of the Golden West"

Group Two

Victor Herbert's "Naughty Marietta"
Sigmund Romberg's "The Student Prince"
Sigmund Romberg's "Maytime"
Lerner and Loew's "Brigadoon"
Rudolph Friml's "The Firefly"
Noel Coward's "Bittersweet"

Paramount

R6301	Don't Give Up The Ship—RE	Sept.
R6302	Rock-A-Bye Baby—RE	Sept.
6303	Wives And Lovers	Oct.
6304	A New Kind Of Love	Oct.
6305	Fun In Apaculo	Nov.
6306	Who's Minding The Store?	Dec.
6307	All The Way Home	Nov.
R630B	To Catch A Thief—RE	Oct.
R6309	Vertigo—RE	Oct.
6310	Who's Been Sleeping In My Bed?	Dec.
631B	Paris Pick-Up	Oct.
	Becket	April
	The Fall Of The Roman Empire	May
	Paris When It Sizzles	April
	Lady In A Cage	April
	Law Of The Lawless	May
	Son Of Captain Blood	May

20th-Fox

221	The Longest Day	July
301	Sodom And Gomorrah	Jan.
302	Marilyn	Sept.
303	The Young Guns Of Texas	Jan.
304	The Day Mars Invaded Earth	Jan.
305	The Lion	Feb.
306	The Robe—Re.	Feb.
307	Nine Hours To Rama	April
30B	Thirty Years Of Fun	Feb.
309	The Stripper	June
311	The Leopard	Oct.
312	Condemned Of Altona	Sept.
320	A Farewell To Arms—Re.	Sept.
313	House Of The Damned	March
315	The Yellow Canary	May
316	Police Nurse	May
317	Harbor Lights	July
319	Of Love And Desire	Aug.
322	Lassie's Greatest Adventure	Sept.
	The Young Swingers	Sept.
323	Take Her, She's Mine	Nov.
326	Thunder Island	Oct.
	Move Over, Darling	Dec.
401	Man In The Middle	Jan.
	Surf Party	Jan.
	Shock Treatment	Feb.
	Eyes Of Anne Jones	Feb.

United Artists

6231	Love Is A Bell	March
6232	Sword Of The Conqueror	Sept.
6233	Pressure Point	Sept.
6236	Vampire And The Ballerina	
6301	Two For The See Saw	Feb.
6306	Five Miles To Midnight	Feb.
6307	Dr. No	May
6308	The Caretakers	Aug.
	Diary Of A Madman	Aplrl
6309	Love Is A Bell	March
	Five Miles To Midnight	March
6311	I Could Go On Singing	April
6313	Isma La Douce	July
6314	Call Me Bwana	June
	The Great Escape	July
6316	Toys In The Attic	Aug.
6318	Twice Told Tales	Oct.
6319	Johnny Cool	Oct.
6320	My Son, The Hero	Oct.
6321	Lilies Of The Field	Sept.
6322	McClintock	Nov.
6323	The Stolen Hours	Oct.
	Flight From Ashiya	
	Tom Jones	
6402	Kings Of The Sun	Dec.
	Ladybug, Ladybug	Jan.
	One Man's Way	Feb.
	The Pink Panther	March
	Flight From Ashiya	April
	From Russia With Love	April
	The Best Man	May

Universal

6301—	Freud: The Secret Passion	Jan.
6304	Forty Pounds Of Trouble	Feb.
6305	Mystery Submarine	Feb.
6306	To Kill A Mockingbird	March
6307	The Birds	April
630B	The Ugly American	April
6309	Paranoiac	May
6310	Showdown	May
6311	Tammy And The Doctor	June
6312	Lancelot And Guinevere (Sword Of Lancelot)	June
6313	A Gathering Of Eagles	July
6314	King Kong vs. Godzilla	July
6315	The List Of Adrian Messenger	May
6316	The Thrill Of It All	Aug.
6317	The Traitors	Aug.
631B	Kiss Of The Vampire	Sept.
6319	For Love Or Money	Oct.
6320	Dark Purpose	Dec.
	Charade	Jan.
	Young And Willing	Jan.
	Dream Maker, The	Feb.
	Man's Favorite Sport?	Feb
	The Gunhand	Feb.
	The Brass Bottle	Mar.
	Hide And Seek	Mar.

Warners

251	The Chapman Report	Oct.
252	What Ever Happened To Baby Jane	Nov.
253	Gay Purr-ee	Nov.
254	Gypsy	Dec.
255	Term Of Trial	Feb.
256	Days Of Wine And Roses	Feb.
257	Giant—Re.	March
259	Critic's Choice	April
260	Auntie Mame—Re.	May
261	A Summer Place—Re.	May
263	Black Gold	June
264	Island Of Love	June
265	Spencer's Mountain	July
266	PT 109	July
351	Wall Of Noise	Sept.
352	The Castilian	
353	Rampage	Oct.
354	Mary, Mary	Nov.
355	Palm Springs Week-End	Nov.
356	Four For Texas	Jan.
	Man From Galveston, The	Jan.
357	Dead Ringer	Feb.
358	America, America	Feb.
361	Dr. Crippen	Feb.
	The Incredible Mr. Limpet	March
362	Act One	April

CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (Help and Situations Wanted advertising not accepted. See "A-Man" CORNER on this page.)

BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combinations. Can be used for KENO $3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

FORMS AND SYSTEMS

For the Best in THEATRE-TESTED and APPROVED FORMS and SYSTEMS . . . EXHIBITOR BOOK SHOP, 317 N. Broad St., Philadelphia, Pa. 19107.

SPEAKER CONES

DRIVE-IN THEATRE SPEAKER CONES BAD? Mail one to us for FREE service; no obligation. Guaranteed Weather-proof. WESTERN ELECTRONICS CO., 3311 Houston Avenue, Houston 9, Texas

THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY INC., 100 Taylor Street, Nashville 8, Tennessee.

THEATRES WANTED

DRIVE-INS WANTED New York, Pennsylvania, New Jersey, Connecticut. BOX 265, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

USED EQUIPMENT

BEST BUY! Pair Strong Mighty 90 lamphouses and Ashcraft Selenium S-100 rectifiers, beautiful, only $1200.00; thousand other values. STAR CINEMA SUPPLY, 621 West 55th Street, New York 10019.

WINDOW CARDS

WEEKLY THEATRE and drive-in cards, 100-14 x 22-$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you* are looking for a job . . . or tF you* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

***A (WO)MAN is also welcome . . . but in this preponderantly male business. she should specify her sex.**

MANAGER NEEDED for drive-in and/or conventional theatre. Year around employment along Gulf Coast. Send complete resume, photo, and salary requirements to **L. C. L. THEATRES, INC.,** P. O. Box 1431, Bay City, Texas. (212)

ATTENTION SHOWMEN: Fast growing East coast circuit needs indoor and drive-in managers. Positions to fill new theatres under construction and present key locations. Full liberal benefits. Reply in strict confidence. Write **PERSONNEL MANAGER,** Box 255, Spring House, Pa. (212)

WANTED: 1st run drive-in theatre manager, Trenton, New Jersey area; top salary, immediate year-round employment; exploitation, advertising, maintenance. Reply **NORTHEASTERN THEATRE MANAGEMENT CORP.,** 251 N. 13th St., Phila., Pa. 19107, Phone 215 LO 3-5827. (129)

MANAGER, 15 years experience with large N.Y. chain, experienced in all bookkeeping and promotion. Still employed, looking for advancement. Starting salary $165.00 plus. Nassau or Queens. **BOX A129, c/o M. P. EXHIBITOR,** 317 N. Brood St., Phila., Pa. 19107.

MANAGER or assistant, retired on S.S. pension in eastern Iowa. Plenty of experience in small town theatre of my own since 1920. **E. J. KRAMER,** Box 372, Burlington, Iowa. (129)

MANAGER WANTED for large first run suburban Philadelphia class house. State experience, salary desired. **BOX A25, c/o M. P. EXHIBITOR,** 317 N. Broad St., Phila., Pa. 19107.

SEASONED TOP CALIBER theatre executive, with creativity and merchandising "know-how," seeks Los Angeles area agency representation. Interested in special film or general attraction, boxoffice stimulations or allied services. **BOX B25, c/o M. P. EXHIBITOR,** 317 N. Broad St., Phila., Pa. 19107.

PROJECTIONIST: Thoroughly experienced all phases 70/35mm equipment conventional and drive-in operation, desires permanent employment. Reliable, sober, dependable. Good references. Will re-locate with right party. **BOX A212, c/o M. P. EXHIBITOR,** 317 N. Broad St., Phila., Pa. 19107.

YOUNG MAN, 20 years experience indoor and drive-in theatres, experienced as district manager, top recommendations available. Will also accept position in concession field. **BOX B212, c/o M. P. EXHIBITOR,** 317 N. Broad St., Phila., Pa. 19107.

MANAGER, fully experienced, booking, buying, etc., with very strong ideas. Also licensed projectionist, non-union. Knows what a good show is like. Live in New York City. **BOX C212, c/o M. P. EXHIBITOR,** 317 N. Broad St., Phila., Pa. 19107.

EXPERIENCED, promotion-minded manager wanted for new, deluxe theatre in fast-growing Delaware suburb. Send complete resume, photo and salary requirements. **BOX D212, c/o M. P. EXHIBITOR,** 317 N. Broad St., Phila., Pa. 19107.

ASSISTANT MANAGER position requested. Age 23. Single, sober, reliable, dependable. Seek permanent position. Presently employed, two years experience with downtown theatres. Military obligation completed. **BOX E212, c/o M. P. EXHIBITOR,** 317 N. Broad St., Phila., Pa. 19107.

GENERAL MANAGER or division manager available. 30 years of experience in all phases. With last company in New York City for 24 years. Extremely capable. **BOX F212, c/o M. P. EXHIBITOR,** 317 N. Broad St., Phila., Pa. 19107.

PROJECTIONIST, 32 years experience, non-union, full time work drive-in and hard tops. All round work in booth. **JOHN H. McKEEHAN,** 319 S. Elwood St., Tulsa, Okla. (212)

Address all Correspondence to— ***The A—MAN Corner*** **Motion Picture Exhibitor**
317 N. Broad St., Phila., Pa. 19107

HANDY SUBSCRIPTION BLANK

Yes, start sending

MOTION PICTURE

EXHIBITOR

plus

Showmen's Trade Review

TO:

Name ....

Title ....

Address ....

....

....

★

☐ Enclosed ☐ Or bill me

☐ $2.00 for one year

☐ $3.50 for two years

☐ $5.00 for three years

(Outside Western Hemisphere)

☐ $5.00 one year

☐ $8.00 two years

☐ $11.00 three years

CLIP and MAIL TODAY TO

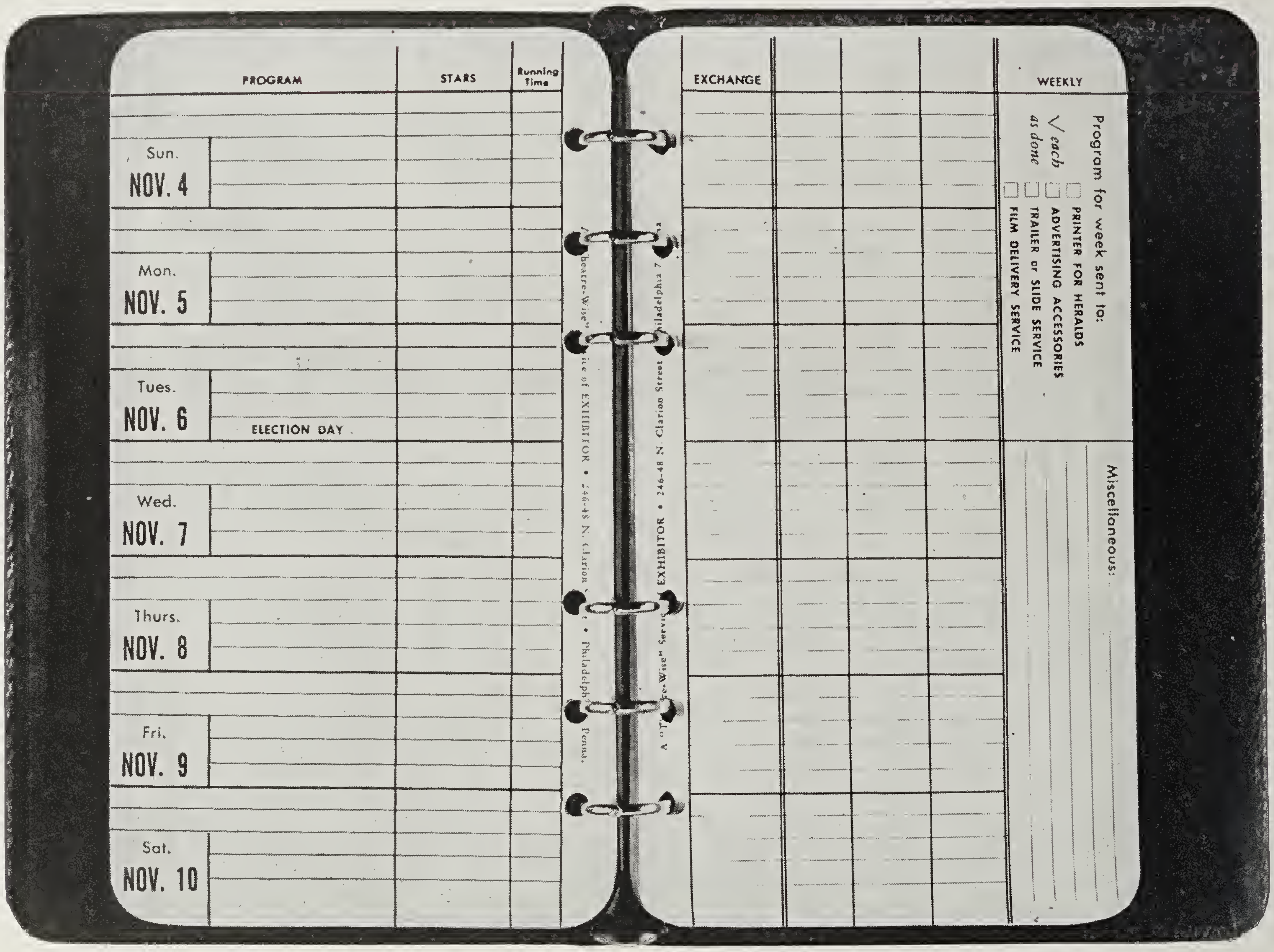
317 N. Broad St., Phila., Pa. 19107

AVAILABLE NOW!

The NEW 12 Month Set of Booking Sheets for the full fiscal year starting: JUNE 28, 1964

"Pocket-Size DATE BOOK"

Compiled into a full yearly set of dated sheets (120 pages) . . . Punched for a standard 6-ring binder . . . All holidays indicated . . . Ample space for clear records.


PROGRAM
STARS
Running Time
Sun. NOV. 4
Mon. NOV. 5
Tues. NOV. 6
ELECTION DAY
Wed. NOV. 7
Thurs. NOV. 8
Fri. NOV. 9
Sat. NOV. 10
A "Theatre-Wise" Service of EXHIBITOR • 246-48 N. Clarion Street • Philadelphia 7, Penna.
EXCHANGE
WEEKLY
Program for week sent to:
√ each as done
☐ PRINTER FOR HERALDS
☐ ADVERTISING ACCESSORIES
☐ TRAILER or SLIDE SERVICE
☐ FILM DELIVERY SERVICE
Miscellaneous:

The above illustration is reduced from the actual sheet size of 3¾x6¾ each. Note the flat working surface.

PRICE: $1.00 per yearly set of sheets, without binder
(Including Postage)

"Pocket-Size" BINDER

A black, flexible leatherette binder equipped with 6-rings and thumb-tip closure, designed to hold a one-year supply of "Pocket-Size" DATE BOOK FORMS. Has inside pocket for the safe-keeping of loose papers.

PRICE: $1.30

Large-Size DATE BOOK

Undated forms, 3 hole-punched (9 x 12 inches), excellent for office use and adaptable for more than one theatre booking!

PRICE: $.50 for 52 Pages

Large-Size BINDER

A big, stiff backed, imitation leather binder equipped with 3-ring holder designed for the large-size date-book forms and a full year of Pink Review Sections as published separately by M. P. EXHIBITOR.

PRICE: $1.50

FISCAL YEAR (July-June) "Pocket-Size" DATE BOOKS HAVE BEEN PRODUCED, WAREHOUSED, AND SOLD AT COST ONLY TO OUR SUBSCRIBERS AS A PLUS-SERVICE, FOR OVER 15 YEARS!

Order Your Date-Book NOW!

If you are not presently receiving MOTION PICTURE EXHIBITOR, use order form on reverse side of page.

MOTION PICTURE
EXHIBITOR

FEBRUARY 19, 1964 Volume 71 Number 6

IN TWO SECTIONS • THIS IS SECTION ONE

Aarons Calls For Arbritration System

(See page 6)

ITOA Resolution Attacks "Showcase"

(See page 7)

20th-Fox embarked on a 28-city series of exhibitor seminars, under the direction of Joseph Sugar (photo), vice-president in charge of domestic sales, designed to outline summer merchandising plans for "What A Way To Go" and "Cleopatra."

AND EVEN THE PICKLES WERE GOOD . . . *see editorial—page 4*

"TOM

Unmatched In Buildin

Every Engagement A Record-Break

NEW YORK CITY
Cinema I
Opened October 7, 1963

1st week	$ 35,480
2nd week	$ 38,135
3rd week	$ 37,398
4th week	$ 36,157
5th week	$ 36,859
6th week	$ 36,153
7th week	$ 30,710
8th week	$ 36,829
9th week	$ 29,620
10th week	$ 27,681
11th week	$ 26,211
12th week	$ 42,014
13th week	$ 46,533
14th week	$ 36,577
15th week	$ 35,764
16th week	$ 37,954
17th week	$ 40,353

LOS ANGELES
Orpheum
Opened November 25, 1963

1st week	$ 10,893
2nd week	$ 8,211
3rd week	$ 5,889
4th week	$ 5,881
5th week	$ 9,349
6th week	$ 12,151
7th week	$ 8,085
8th week	$ 6,446
9th week	$ 6,057
10th week	$ 6,550

L. A.-Beverly
Opened October 24, 1963

1st week	$ 18,942
2nd week	$ 19,621
3rd week	$ 20,548
4th week	$ 19,275
5th week	$ 18,197
6th week	$ 18,164
7th week	$ 14,221
8th week	$ 13,140
9th week	$ 15,901

—Moveover to—

L. A.-Picfair
Opened December 25, 1963

1st week	$ 17,576
2nd week	$ 13,598
3rd week	$ 10,289
4th week	$ 9,552
5th week	$ 9,275
6th week	$ 9,231

L. A.-Vogue
Opened December 25, 1963

1st week	$ 19,412
2nd week	$ 17,549
3rd week	$ 13,893
4th week	$ 12,945
5th week	$ 13,420
6th week	$ 13,985

SAN FRANCISCO
United Artists
Opened December 17, 1963

1st week	$ 18,819
2nd week	$ 24,469
3rd week	$ 27,840
4th week	$ 22,922
5th week	$ 22,030
6th week	$ 22,210
7th week	$ 22,410

BOSTON
Beacon Hill
Opened December 18, 1963

1st week	$ 16,109
2nd week	$ 24,066
3rd week	$ 23,029
4th week	$ 21,179
5th week	$ 22,148
6th week	$ 24,494
7th week	$ 23,632

CHICAGO
Michael Todd
Opened December 18, 1963

1st week	$ 12,224
2nd week	$ 26,350
3rd week	$ 24,993
4th week	$ 18,950
5th week	$ 22,7
6th week	$ 26,1
7th week	$ 24,0

WASHINGTON, D.C
Ontario
Opened December 25, 19

1st week	$ 31,1
2nd week	$ 28,2
3rd week	$ 19,8
4th week	$ 22,8
5th week	$ 26,5
6th week	$ 27,3

TORONTO
Hyland
Opened December 25, 19

1st week	$ 24,3
2nd week	$ 25,8
3rd week	$ 23,5
4th week	$ 24,5
5th week	$ 23,7
6th week	$ 23,7

WORCESTER, MAS
Cinema I
Opened January 15, 19

1st week	$ 10,7
2nd week	$ 11,5
3rd week	$ 10,8

...and there's no end in sight for a

No Matter What Kind Of Theatr

JONES"

nd Staying Power!!!

MIAMI **Florida**	
ened December 31, 1963	
st week	$ 5,433
nd week	$ 4,363
rd week	$ 4,332
th week	$ 4,206
th week	$ 3,021
Miami Beach **Loew's 170th St.**	
ened December 31, 1963	
st week	$ 15,394
nd week	$ 11,227
rd week	$ 10,170
th week	$ 9,081
th week	$ 7,093
iami Beach - Flamingo	
pened December 31, 1963	
st week	$ 10,350
nd week	$ 6,202
rd week	$ 6,051
th week	$ 6,022
th week	$ 4,965
Coral Gables - Riviera	
pened December 31, 1963	
st week	$ 16,188
nd week	$ 14,663
rd week	$ 12,310
th week	$ 10,009
th week	$ 7,021

> "Based on its continuing performance in every engagement to date TOM JONES will shatter more records in more situations than any other picture in motion picture history!"
>
> –ARNOLD M. PICKER
> Executive Vice President

these runs!

OM JONES" Means Record Business!

THRU
UA

UNITED ARTISTS—LOPERT PICTURES

The Trade Paper Read by Choice–Not by Chance

Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 109 Market Place, Baltimore, Md. 21202. New York field office: 1600 Broadway, Suite 604, New York 10019, West Coast field office: William M. Schary, 818 S. Curson Ave., Los Angeles, Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.: Albert Erlick, editor; George Frees Nonamaker, feature editor; Mel Konecoff, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscriptions: $2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, $5 per year (50 issues). Special rates for two and three years on application. Single copy 25¢. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WAlnut 2-1860.

MEMBER AUDIT BUREAU OF CIRCULATIONS

Volume 71 • No. 6

FEBRUARY 19, 1964

MOTION PICTURE
EXHIBITOR
Plus...
SHOWMEN'S TRADE REVIEW

AND EVEN THE PICKLES WERE GOOD

There are to be 28 exhibitor meetings and luncheons throughout the United States, hosted by 20th-Fox, and dealing with summer plans for the release of the star-studded comedy, "WHAT A WAY TO GO," and special summer engagements on "CLEOPATRA."

We were privileged to attend the first such session in Philadelphia, and therein lies a story. The luncheon date coincided with one of those truly miserable Philadelphia snowstorms, and we really felt bad for 20th-Fox. The site of the luncheon and meeting is only a stone's throw from our office, but who else would show up? We needn't have worried.

Exhibitors from all over the Philadelphia exchange territory fought their way through the storm to get to the meeting in as fine a theatremen's tribute to a film company as we have ever seen. More than 250 theatres were represented.

Branch manager Sam Diamond was probably the happiest man in Philadelphia, and he had every right to be. Hal Marshall, area publicity representative, who must have feared that his pitch on summer plans for the two films was going to be made to an empty house, instead was greeted by an S.R.O. audience. All in all, it was a remarkable outpouring of industry friendship that must have made a favorable impression on Fox vice-president Jonas Rosenfield, who was on hand from New York headquarters to see how the presentation went off on its first date.

Exhibitors attending, and many came from upstate Pennsylvania, a tiring ride even in good weather, were treated to a dazzling display of showmanship at its best. A clever arrangement of magic-lantern slides and canned sound for "WHAT A WAY TO GO" was a visual delight as well as an eye-opening display of Fox promotion plans for this name-filled comedy. It was as clever a film presentation as we have ever seen, and 27 other cities are sure to enjoy it just as much as Philadelphia.

Following this presentation, the focus shifted to "CLEOPATRA," with emphasis on advertising and promotion plans for summer dates without the reserved seat policy. We saw an eight minute television subject all about the filming of "CLEOPATRA" that is bound to sell theatre tickets, and we also saw the first action trailer on "CLEOPATRA," and it's a stunner.

Marshall made the presentation, and then was off to repeat the effort in Washington and Charlotte. To exhibitors everywhere, we say watch out for the Fox meeting in your area and don't miss it.

Oh yes, lunch followed the meeting, and even the pickles were good. So it's hats off to Fox and a pat on the back to Philadelphia exhibitors who answered Sam Diamond's call to action as an indication of respect and affection that is all too rare in this business.

So let it snow! Who cares? Joe Sugar's promotional brainchild is off and running and it looks like a sizzling summer for Fox.

WANTED—A PUBLIC MEETING

This is in the nature of a follow-up from correspondence referred to last week (FIVE DROPS DON'T MAKE A RAINSTORM) in which a producer friend agreed with us that what the public indicates it wants in motion pictures is a very different thing from what certain moralists and censor-minded individuals would like to think.

This producer, who has a fine film currently in release, puts it this way:

"I doubt that my film will do half the business that I can do by doing a way-out sex comedy like current boxoffice smashes. The big problem with the Legion of Decency is that while I agree with their objectives, they make it impossible for anyone, on a specific basis, to figure out what they are doing. They will approve a sex comedy and then they will quibble about some minor league problem. Then they will come out about another picture and rave about it, but they won't do a single practical thing to make certain that audiences go to see it.

"One producer after another tries, and I mean honestly tries, to turn out family pictures, but when you look at today's grosses of every company, including those who specialize in foreign films, you realize that what the public is buying has little or nothing to do with what the Legion of Decency thinks they want.

"I would most enjoy being present at an industry meeting with the Legion of Decency for an open discussion, and by open I mean open to the public."

What does the Legion think?

You can't buy MOTION PICTURE EXHIBITOR on the news stands . . .
but you can subscribe for only $2.00 per year

NEWS CAPSULES

FILM FAMILY ALBUM

Obituaries

Kenneth M. Farrar, 47, former assistant manager, Tri-State Refreshment Company, Albany, died suddenly. He was an Albany Variety Club member. He is survived by his wife, a daughter, mother, brother, and sister.

Frank Martine Neal, 74, Wilmington, Delaware, educator who portrayed a school principal in a motion picture produced locally about 30 years ago by Loew's Theatre, died in Delaware Hospital after an illness of six months.

Frank Joseph Roehrenbeck died suddenly at his Jersey City, N. J., home of a heart attack. He is survived by his widow, a son, a sister, and two grandchildren. He was secretary to Major Bowes; assistant to Loew vice-president L. K. Sidney, and station manager of radio WHN for 33 years. He retired in 1957, coming out of retirement two years ago to serve as assistant manager of Loew's Paradise Theatre.

Abraham M. Sonnabend, 67, Boston financier, died at Good Samaritan Hospital, Palm Beach, Fla., after suffering a heart attack. He was chairman of the board of the Hotel Corporation of America, and had a wide range of business activities. He was a director of Columbia Pictures. Survivors include a wife and three sons.

Legion Praises "Becket"

NEW YORK—Hal Wallis' "Becket," starring Richard Burton and Peter O'Toole, has been "specially recommended to the attention of adult audiences" by the Legion of Decency.

The Legion, placing the film in its A-3 Classification (Morally Unobjectionable for Adults) noted that "under proper direction adolescents might also view it with profit."

The Legion's accolade for "Becket," which is being released by Paramount, reads:

"Adapted from Jean Anouilh's play of the same title, produced against magnificent settings and filmed with beautifully appropriate photography, this major motion picture portrays the historical conflict between Henry II of England and Thomas à Becket, Archbishop of Canterbury, Saint and Martyr. The literate script and sensitive direction, while not concerned with sounding the supernatural depths of Becket's holiness, nevertheless achieves, with great respect and wonder, a mature drama about integrity of conscience. 'Becket' is a film which is specially recommended to the attention of adult audiences; under proper direction adolescents might also view it with profit."

The Legion spokesman said the film should not be regarded as "a life of a saint," but rather as a portrayal of Thomas à Becket "as seen through the eyes of a secular humanist. Becket is being looked at here from a natural, rather than supernatural point of view," the spokesman said. "But the film has great value and a particular relevance for the present day because of its treatment of honesty and integrity."

FORMS FOR THIS PAGE CLOSED AT 5 P. M., ON MON., FEB. 17

Podolnick Named President Of Texas D-I Owners

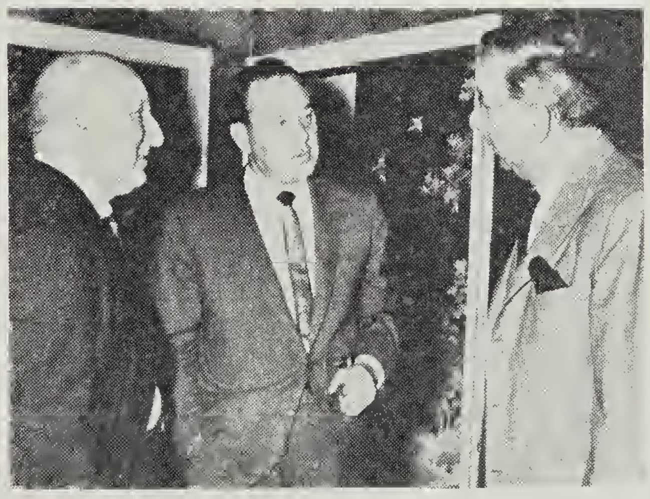
DALLAS—Earl Podolnick, of Austin, was elected president of the Texas Drive-In Theatre Owners Association at the group's convention.

He will serve on the board of directors with reelected S. K. Barry, San Antonio; John L. Fagan, Borger; M. K. McDaniel, Lamarque; and Philip Tidball, Ft. Worth; and newly elected Jim De Neve, McComb, Miss.; Eddie Reyna, Victoria; Steven Bakarich, Euless; B. L. Hagle, Corsicana; Bill Slaughter, Dallas; Sam Jones, Brownfield; Skeet Noret, Lamesa; and Cliff Turner, Athens.

S. K. Berry, John Fagan, and M. K. McDaniel were elected vice-presidents. Philip Tidball will serve as secretary, and Harry McCartney as treasurer. Retiring president Al Reynolds was elected chairman of the board.

Reynolds told the convention that "the drive-in exhibitor has every reason to look at the future with confidence" despite the problems facing him. He said the drive-in exhibitor must "recognize our obligation as exhibitors to show the best family entertainment available in well managed and equipped theatres; recognize our obligation to be a part of the community in which we conduct our business, become a leader in that community and lend his showmanship and facilities to the betterment of his community; fight the encroachment of toll television and support all exhibitor groups who have marshalled their forces to enlighten the public against toll television; make the producers and distributors aware of the need for a greater number of playable feature films orderly released available timely after release; and maintain the competitive position of the drive-in theatre."

Eddie Forrester, Frontier Theatres, said that today more than ever exploitation is necessary and that every picture needs merchandising.



Barney Balaban, left, Paramount Pictures, discusses ways and means of mobilizing movie industry support for Anti-Defamation League's 1964 $4,300,000 appeal with Martin Levine, center, Brandt Theatres, and playwright-producer Dore Schary, ADL's national chairman.

BROADWAY GROSSES

Holiday Keeps Grosses High

NEW YORK—Lincoln's Birthday helped keep the grosses high in the Broadway first runs, with the Paramount having the only new attraction.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the break-down was as follows:

"DR. CRIPPEN" (Warners). Paramount reported $20,000 for the opening week.

"THE PRIZE" (MGM). Radio City Music Hall, with usual stage show, did $76,000 from Thursday through Sunday, with the fourth week sure to top $110,000.

"THE CARDINAL" (Columbia). DeMille hit $28,000 on the 10th week.

"BEST OF CINERAMA" (Cinerama). Loew's Cinerama did $14,000 on the eighth week.

"IT'S A MAD, MAD, MAD, MAD WORLD" (UA-Cinerama). Warner Cinerama claimed $25,316 for the 13th week.

"DR. STRANGELOVE OR: HOW I LEARNED TO STOP WORRYING AND LOVE THE BOMB" (Columbia). Victoria announced that the third week was $41,000.

"THE VICTORS" (Columbia). Criterion reported $13,000 for the last five days of the ninth week.

"CLEOPATRA" (20th-Fox). Rivoli claimed the 32nd week at $17,000.

"DARK PASSAGE" (U). RKO Palace reported the second week at $9,000.

"LOVE WITH THE PROPER STRANGER" (Paramount). Loew's State had $21,000 on the eighth week.

NGC Stockholders Meet

BEVERLY HILLS, Calif.—National General Corporation, diversified theatre and industrial company, was to hold its annual stockholders meeting yesterday (Feb. 18) at 10 a.m. at the Fox Wilshire Theatre.

Up for re-election were the following present directors of the company: Lloyd Drexler, Northern Illinois Steel Co., Chicago; M. E. Hersch, president of Mobile Rentals Corp. and senior vice-president of the company; Eugene V. Klein, chairman of the board and president of the company; Irving H. Levin, executive vice-president of the company; Alan May, vice-president and treasurer of the company; Jack M. Ostrow, accountant and attorney; Edward Patterson, Allen & Company, New York; Samuel Schulman, president of Mission Pak Company; Robert W. Selig, vice-president of the company; Seymour F. Simon, attorney and president of Board of Commissioners of Cook County, Ill.

Col. Signs Youngstein

NEW YORK—Columbia announced that Max E. Youngstein and David Karr have signed an exclusive multi-picture production deal with the company. The agreement will take effect immediately following the fulfillment of Youngstein's current production commitments to deliver one picture to MGM and one to United Artists.

Aarons Issues Arbitration Call

Anti-Trust Actions Can't Solve Problems Or Cure Unfair Trade Practices; Bidding Abuses Unchecked

DALLAS—Stuart M. Aarons, for 32 years counsel for Warner Brothers and its successor, Stanley Warner, and counsel for Theatre Owners of America, in a speech at the Texas Drive-In Theatre Owners Convention, gave a capsule history of anti-trust litigation, and stated, "Lawyers are dictating distribution policy . . . re-zoning cities . . . evaluating bids . . . while exhibitors have also become legal and anti-trust minded."

Aarons suggested, "We just have to set up some industry tribunal to take care of the problems of some trade practices such as competitive bidding, blind buying, runs or clearances, etc.—some industry machinery to take care of these problems expeditiously and inexpensively.

"Take the problem of the mechanics and fairness of awards in competitive bidding. Take the whole problem of runs and clearances. Take the current practice of being required to bid for pictures before you have an opportunity to see them, and for play dates four, five, or six months in advance. What we need is actually an industry code of fair practice and an industry tribunal, whether you call it arbitration or a board or whatever its name, to enforce this code. We had such a code back in the N.R.A. days before it was declared unconstitutional. If the industry can't do it on a voluntary basis, then perhaps we need special legislation for our industry to set up a motion picture tribunal, or arbitration boards empowered to act on such matters. Or perhaps before this year ends relief will come from a source which few in exhibition or distribution now suspect.

"In essence," Aarons continued, "what I am telling you is that the existing machinery is inappropriate to cope with our problems. Anti-trust suits, while they may be a boon to ambitious lawyers, are really inappropriate for these problems. Even contempt proceedings under the decree are inappropriate. For example, you and I know that under the decree every distributor is enjoined under penalty of contempt from licensing any picture except 'theatre by theatre on the merits and without discrimination.' Obviously, if there is any hanky panky in a competitive bid situation, the distributor would be guilty of criminal contempt for it would not be selling its picture 'on the merits.' Yet, the Department of Justice would have to employ 100 or more lawyers if it really wanted to police competitive bidding. Similarly, under the decree, the distributor is enjoined from getting any clearance between theatres not in substantial competition in excess of what is reasonably necessary to protect the licensee in the run granted. The Department would have to employ an additional hundred lawyers to police properly that section of the decree.

"Since the decrees in the Paramount case, large buying combines have sprung up all over the country, and new circuits of substantial power, strength, and concentration have grown and are growing. While these are proper subjects for anti-trust scrutiny, we know the Department has done no such investigation. If the Department has neither the time nor manpower for such legitimate subjects of anti-trust inquiry, how can they afford the time for questionable subjects of anti-trust inquiry?

"I have given this matter considerable thought. I have seen the time and energies of valuable people and the expenditures of vast sums dissipated in anti-trust litigation involving matters which Mr. Sherman and Mr. Clayton would be amazed to know are being adjudicated under their statutes. It's about time that this economic waste ended. All of us in exhibition and distribution must rise above self-interest. We need statesmanship in this industry now as never before. We need discipline in this industry now as never before. Without it, we shall continue to drift and drift. . . ."

Brando Organizing Stars To Battle Segregation

LONDON—During a surprise visit, Marlon Brando held a press conference to announce a plan to fight racial discrimination. He is calling on stars, writers, musicians, etc., to insist on clauses in their contracts forbidding their work to be shown in apartheid countries and by managements practicing segregation.

High among his objectives would be those theatres in the south, for he believes that an economic boycott with the arts speaking with one strong dissenting voice can see quick results.

"I am prepared not to make another picture to see this through," he said, and claimed that since Hollywood is now controlled by 10 to 15 stars who he believes are sympathetic in view of the support for the Washington Freedom March, the movement will have considerable strength.

Asked whether it might not be more effective to make anti-segregation films Brando replied in the negative, adding that they would never be presented in the countries or theatres concerned. Brando has the support of Laurence Olivier, Vanessa Redgrave, Arnold Wesker, C. P. Snow, and Francoise Sagan, and is hoping to be joined by Paul Newman, Burt Lancaster, and 10 top stars on his return to Hollywood.

AIP's Arkoff Discusses Changes In Filmgoers

In an address titled "Today's Movie Shoppers," Samuel Z. Arkoff, executive vice-president, American International Pictures, told the convention, "Researchers at American International are attempting to chart the habits of the movie fan . . . a study of not what his habits were yesterday, but what they are today—in an effort to project as accurately as possible what they will be tomorrow."

He said, "Just as was the case with a study of lady shoppers, our study of moviegoers has been looked at against 'whether the facts confirm what is generally accepted or whether they upset the myths and cliches and half truths which are repeated so often they are finally accepted as gospel truth . . .

"A characteristic of modern living is that people generally are more mobile. Our whole pattern of life is more mobile. The younger people are, the more mobile they are . . .

(*Continued on page* 12)

NGC Profit At New High; Theatre Operations Improve

LOS ANGELES—National General Corp.'s profit before taxes climbed approximately 200 per cent to a record $908,782 in the fiscal 1964 first quarter ended Dec. 24, 1963, equal to 25 cents a share on 3,590,443 common shares outstanding for the period, it was announced by Eugene V. Klein, president. This compares with $303,733 or nine cents a share on 3,445,897 shares outstanding in the year-earlier first quarter.

Net income rose 117 per cent to a record $658,782, in this year's first quarter, equal to 18 cents a share after a $250,000 provision for federal income taxes. This compares with $303,733, or nine cents a share in the year-earlier first quarter without any provision for income taxes. The 1962 earnings do not include Mission Pak Company operations as this subsidiary was acquired in 1963.

Shares outstanding in 1962 are adjusted for a four per cent stock dividend paid in 1963 and for shares issued in acquisition of Mobile Rentals Corp. The statement of income for the 13 weeks ended Dec. 25, 1962, has been restated to reflect accounts of Mobile Rentals Corp. which was acquired in 1963.

Gross income increased 56 per cent to $16,776,123 in the recent quarter from $10,741,378 in the corresponding period a year ago.

This year's initial three months represents NGC's best first quarter since it became an independent publicly owned entity in 1952, noted Klein.

"Our excellent first quarter results stemmed from improved theatre operations and from profits derived from our diversification program," Klein said. "We expect this diversification to make an increasingly important contribution to earnings."

Besides operating 216 theatres in 16 western and middle west states, subsidiaries of NGC are now a factor in community antenna systems, mobile structures which provide "instant space" for commercial and educational uses. In addition, NGC's Concerts, Inc., is the largest west coast buyer of name talent in the live concert field; its Theatre Color-Vision Corp. subsidiary is establishing the nation's first permanent closed-circuit entertainment network; and its Mission Pak subsidiary, acquired last August, is probably the largest packager of processed and fresh fruits and other confections in the country.

NGC also plans to make a contribution to the available supply of motion pictures, noted the chief executive, as a result of last year's Federal Court approval giving the company the right to produce and distribute movies.

General Artists Income Up

NEW YORK—General Artists Corporation (OTC), New York, reported gross revenues and earnings for 1963 of $4,002,525 as compared with $2,912,411 for 1962. The net profit for 1963 was $223,174 while the loss for 1962 was $887,605. Earnings per share in 1963 were 37 cents while the loss per share in 1962 was $1.97. Lawrence R. Barnett, chairman of the board, said that the increase in revenues and earnings was due to a general upsurge in revenues, an intense cost-cutting program and an acquisition.

Select Trailers Wisely, Allied Advises Members

DETROIT — The February Allied Report deals in the main with the recent board of directors Miami meeting, 16mm abuses, Department of Commerce reports on industry upswing, the California toll tv struggle, insurance programs, the 1964 convention to be held here, and the Allied-TOA joint executive meeting. These were all reported in detail to our readers as events occurred.

In addition, there is a cogent, helpful article on programming trailers. This takes the direction of pointing out the errors of inserting trailers for adult pictures on children's programs, or running an "Irma La Douce" trailer while showing "Incredible Journey." Contra, advertising "Sword in the Stone" on the screen during an "Irma" engagement which is to follow immediately is unwise.

A smart showman, says the article, using trailers in advance, will appeal to the type of audience which will buy tickets, not waste trailers on one which would not or possibly would be offended.

There is likewise a piece dealing with inexpensive ways to remodel older theatres and availability of do-it-yourself kits which "can make dramatic and low cost changes in your theatre."

"Reports," conclude the article, "reach National Allied every week of inexpensive remodeling programs that have paid off handsomely at the box-office. Investigate the possibilities in your theatre this very week!"

Loew's Renovates D. C. Palace

WASHINGTON—Loew's Palace, Loew's Theatres Washington flagship, reopened after a three-week hiatus during which the 40-year-old showplace was the subject of a $225,000 stem-to-stern, gallery-to-orchestra renovation project.

Premiere attraction for the new "Showplace of the Nation's Capital" is U-I's "Man's Favorite Sport?" with co-star Paula Prentiss making a personal appearance. A host of Washington notables were on hand for a preview inspection and buffet dinner.

Loew's home office executives who attended the premiere and collateral activities include Laurence Alan Tisch, president; Arthur M. Tolchin, assistant to the president; Bernard Myerson, executive vice-president; Bernard Diamond, general manager; Ernie Emerling, vice-president; Don Baker, national advertising director; Gerry Diamond and Lloyd Jacobs, engineering heads; Orville Crouch, southern division manager, and several distribution sales executives.

Fred Erling is manager of the new Loew's Palace. The new decor was created by Valerian S. Rybar.

Mirisch Heads Fund Drive

LOS ANGELES—Marvin Mirisch, executive vice-president of the Mirisch Companies, outstanding motion picture producers, has been named chairman of the amusement industry section of the 1964 United Jewish Welfare Fund campaign, it was announced by Nathan Cramer, general chairman of the UJWF drive. The amusement section is made up of 31 divisions covering every phase of the entertainment industry. In the last 10 years, the industry has raised over $7,500,000 to help support the 169 Los Angeles, national, and overseas social welfare agencies and services which are beneficiaries of the UJWF campaign.

ITOA Resolution Raps "Showcase"; Calls It Unfair To Indie Theatres

NEW YORK—A resolution in opposition to current Showcase plans in the New York exchange area was passed unanimously at a membership meeting of the Independent Theatre Owners Association at the Hotel Astor.

The resolution resolved that the ITOA take all necessary steps to fully protect the rights of its members by consulting with and engaging special counsel; by furnishing all necessary data and information to appropriate parties and government agencies; and to take such other and further definitive actions as may be deemed appropriate with a view of remedying a deteriorating situation which can cause irreparable damage to independent theatre owners.

It is the considered opinion of the ITOA of New York that the Showcase plans now in effect in the metropolitan area are harmful and destructive in their effect upon independent exhibition; that these Showcase plans are progressively creating patterns of distribution more damaging to independent exhibition than the conditions which prompted the industry's previous anti-trust litigation; that they are destroying established patterns of clearance and run and depriving independent exhibitors of runs and clearance previously enjoyed; that they will ultimately result in longer runs and fewer theatres enjoying preferred distributor consideration; that Showcase plans now in effect will destroy subsequent run theatres and theatres previously enjoying preferred runs before being deprived of such runs; that the selection of theatres under the various Showcases unquestionably favors the circuits and larger chains with greater buying power to the detriment and exclusion of the independent theatres, who were given no voice in the plans; that there are no accepted rules for the selections of theatres for Showcase runs, and the manner of selection by distributors is arbitrary, unfair, discriminatory and illegal; and that the Showcase plans have resulted in unconscionable film rentals and the bidding and blind buying procedures employed by the distributors in connection with Showcases are unfair, arbitrary, discriminatory, and illegal.

Copies of the resolution were forwarded by registered mail to all film company sales managers, circuit executives, union leaders, and the Department of Justice.

Heart Award To Warner

HOLLYWOOD—Jack L. Warner, president of Warner Bros., will receive the Variety Club's Heart Award for 1963 on the evening of Feb. 28 at the Beverly Hilton Hotel.

The presentation will be made at the inaugural ball of the Variety Club of Southern California, Tent 25, as part of the world-wide "Variety Week" activities of the international organization, which aids underprivileged children. Tent 25 provides research funds for the Variety Children's Heart Center at the UCLA Medical Center and also operates the Variety Boys' Club in East Los Angeles.

Co-chairman of the ball are Max Bercutt, Steve Broidy, Sherrill Corwin, William R. Forman, Benjamin Kalmenson, Eugene V. Klein, Malcolm L. Klein, S. Charles Lee, Robert Lippert, Marvin E. Mirisch, James Nicholson, William H. Oldknow, William T. Orr, Frank Sinatra, and Steve Trilling.

At a recent preview of U's "The Brass Bottle" promotion troupe in New York were advance man and genie Amike Vogel; Jerome H. Evans, U's eastern promotion manager; Connie Warner, a harem dancing girl; Philip Gerard, U's eastern advertising and publicity director; and Shelby Livingston, another harem girl.

Technicolor Ups Pohl

NEW YORK—The appointment of W. E. Pohl as a vice-president of Technicolor Corporation was announced by Patrick Frawley, chairman of the board and chief executive officer of the company.

Pohl has been importantly associated with Technicolor's technical activities in many capacities for 34 years. In this new capacity, Pohl will continue the duties and responsibilities of technical director of the motion picture division and, in addition, will assume the direction of the corporation's systems and procedures program.

The appointment of Sydney P. Dorais as comptroller of Technicolor, Inc., and its subsidiaries was announced by Edward E. Ettinger, executive vice-president of the company.

Dorais joined Technicolor in 1946 as financial accountant. In 1961, he was appointed comptroller of the motion picture division.

Ettinger also announced the promotion of Harold M. Hand to assistant comptroller of Technicolor, Inc. The appointment of Irving Gollub as comptroller of the motion picture division was announced also.

Frawley announced the purchase of Glenn's Color Service, Honolulu, Hawaii. Technicolor has acquired all of the assets of Glenn's Color Service, the oldest independent amateur film processor in the Pacific area. The new acquisition will be merged with Technicolor Hawaii. Inc. and will enable the company to give better and faster service to their Hawaiian customers and tourists. The new addition to the company also enables Technicolor Hawaii, Inc. to process color movie film in the islands instead of sending the film to the mainland for processing.

UATC Names Executives

NEW YORK—United Artists Theatre Circuit named Robert Naify, brother of president Marshall Naify, to the newly created second executive vice-presidency of the company.

An executive committee comprising George P. Skouras, Marshall Naify, Robert Naify, John H. Rowley, and Salah Hassanein was named by the new board at an organization meeting.

Stiffest Film Bills In Many Years Under Study By N.Y. Legislature

ALBANY—Joint Legislative Committee on Offensive and Obscene Material presented the stiffest film package of recent years through chairman Luigi R. Marano, Republican assemblyman from Brooklyn.

Included were two bills establishing classification for school children. One, in line with the Board of Regents' recommendations, would make it a violation for any person to admit or allow in any theatre or any place where a motion picture not classified as "acceptable" for exhibition to a primary or secondary school pupil is being shown, "a child actually or apparently under the age of 16," unless accompanied by parents or guardian or by an adult person authorized by parents or guardian. The other provides "advisory" classification by motion pictures division, State Education Department, with no penalty clause.

Effective date for both bills is July 1, 1964.

A third measure proposes an amendment to 484-h of Penal Law, making it a misdemeanor for a person to admit or allow to remain in a theatre or place where a motion picture is being shown, "where exhibitor by his own action has advertised that picture is for viewing by adults only or is recommended for adult patronage only, any child under the age of 16, unless accompanied by parent or legal guardian."

A fourth act would strike out the word "poronographic" before "motion picture," in Section 484-h of Penal Law, and would delete a semi-colon after "picture."

New reading: "A person who willfully or knowingly sells, lends, gives away or distributes commercially to any person under the age of 18, or has in possession with intent to give, lend, show, sell, distribute commercially or otherwise offers for sale or commercial distribution to any individual under 18 any motion picture or any still picture or photograph, book, pocket book, pamphlet, or magazine, the cover or content of which exploits," etc. "descriptions of illicit sex, sexual immorality, or which is obscene, lewd, lascivious, filthy, or disgusting, or contains (instead of 'consists of') pictures of nude or partially denuded figures shown or presented in a manner to provoking or arouse lust or passion, or exploits sexual lewdness or perversion. . . . is guilty of a misdemeanor."

This bill would take effect Sept. 1, 1964.

In a conciliatory statement accompanying introduction of the measures, chairman Marano commented: "We are hopeful that the industry will police its own producers and the motion pictures which are exhibited in New York state. We have pleaded with the industry, which has shown a desire to cooperate in disseminating information to parents on the content of motion picture films. I have spoken with the Motion Picture Association of America and with the Metropolitan Motion Picture Theatres Association. They have shown a desire in devising some methods of extending dissemination of information to parents. Of course, it is the contention of the association that a governmental agency should not be the instrument to accomplish this."

Last March, in moving to recommit his advisory film legislation, after it had been on the Assembly's third reading calendar for several weeks, Chairman Marano explained that Joint Committee had decided to accept the "offer" of motion picture industry—through MPAA—to "help us."

This aid was to be given in two specific areas: increasing circulation of MPAA's "Green Sheet," and including in its reviews (by impartial, qualified representatives of 10 national organizations) motion pictures which did not carry the Production Code Authority Seal.

Both promises are believed here to have been kept. There has also recently been unpublicized efforts to focus a stronger spotlight on "Green Sheet" reviews.

Assemblyman Marano revealed a public hearing will be held on the measures, at a date to be announced. Proponents and opponents will have an opportunity to speak, he emphasized.

MMPA, MMPTA, New York State Allied Theatres, and New York Civil Liberties Union are expected to oppose some or all of the bills.

Atlanta Censor Objects; Theatre Pulls "Pillow"

ATLANTA—Mrs. Christine Smith Gilliam, former Atlanta motion picture censor and later the city's official movie reviewer with power to "rate" pictures, lowered the boom of objection on a Brigitte Bardot picture "Love on a Pillow," and it was withdrawn from exhibition after one day at the Fine Art Cinema.

Mrs. Gilliam's office is operating under the Georgia anti-obscenity law since the city's censorship and rating ordinances were ruled unconstitutional. She saw the Bardot picture last August and ruled it violated the prohibitions set forth in that law. She was joined in this opinion by Assistant City Attorney Ed Stern.

Mr. and Mrs. John Carter, owners of the Fine Art, were out of the city and could not be reached. Their representatives and Columbia Pictures, who released the picture, decided to withdraw it. It was replaced by "The L-Shaped Room." (Columbia).

Neither the Carters nor Columbia has made any announcement as to further steps they plan to take in connection with the subsequent showing of "Love on a Pillow."

Mrs. Gilliam says she found the picture offensive because of the nudity scenes and the frank dialogue. She also said it has been placed on the condemned list of the Legion of Decency.

Zinnemann Quits "Hawaii"

HOLLYWOOD—Fred Zinnemann has withdrawn as producer-director of the projected film based on James Michener's "Hawaii," it was announced by Zinnemann and Harold J. Mirisch, president of the Mirisch Corporation, which will present the motion picture for United Artists release.

Zinnemann, who has devoted several years to preparing the production, stated: "I am sorry that differences of opinion make it necessary for me to give up directing the motion picture 'Hawaii.' Needless to say, I am grateful to United Artists and the Mirisch Corporation for their fair and generous attitude."

Following Zinnemann's withdrawal, Mirisch emphasized that "Hawaii" continues as an active project, and that another filmmaker will soon take over the task.

Embassy Names Weston As Lightstone Assistant

NEW YORK—Robert R. Weston has been promoted to the post of vice-president and assistant to Leonard Lightstone, executive vice-president of Embassy Pictures Corporation. Weston previously served as vice-president in charge of world advertising, publicity, and exploitation for the company.

Weston

Joseph E. Levine, president of Embassy Pictures, noted that the new assignment pursued the company's policy of promotion from within Embassy's executive talent pool.

Weston joined Embassy in November, 1960, as advertising manager, subsequently being promoted to director of advertising. He was appointed vice-president in charge of world advertising, publicity, and exploitation in January, 1963. Before joining Embassy, he was assistant advertising manager at United Artists.

A graduate of Fordham University, Weston entered the motion picture industry as a copywriter for Columbia Pictures and later became assistant account executive at the Donahue & Coe advertising agency, assigned to the Columbia account.

Peppercorn Exits Post As V-P, Sales Manager

Carl Peppercorn has resigned as vice-president and general sales manager of Embassy Pictures. Peppercorn's resignation will take effect within 30 days.

A veteran of more than 35 years in the motion picture industry, Peppercorn joined Joseph E. Levine's Embassy Pictures in September, 1962, as general sales manager. In January, 1963, he was appointed a vice-president of the company, in addition to that post.

Prior to joining Embassy, Peppercorn was vice-president and general sales manager of Continental Distributing, Inc. Entering the film industry with RKO Radio Pictures, he held such posts as assistant domestic sales manager and president and general sales manager of Canadian operations during his 20-year affiliation with that company.

Peppercorn will announce his future plans shortly.

Gov. Backs Minimum Wage

DOVER, DEL.—Gov. Elbert N. Carvel's "State of the State" message to the General Assembly included a call for enactment of a minimum wage law.

He said: "Let us enact a state minimum wage law to cover the many workers in our state who are not otherwise covered by the Federal Wage and Hour Law."

No amount was mentioned by the Governor, but a $1-per-hour proposal died in committee last year.

Lyday Joins Disney Firm

NEW YORK—Paul Lyday, publicity-advertising director of National General Corporation, which operates theatres in 17 western states, is leaving that company to join the Walt Disney organization in the capacity of special assistant to Irving H. Ludwig, president of Buena Vista.

Community Antenna Firms Seen As Pay-TV Threat

COLUMBUS, O.—Ohio exhibitors were urged by Ken Prickett, executive secretary, Independent Theatre Owners of Ohio, to check with their city councils and commissions so that they may be aware of attempts by promoters of community antenna systems to obtain rights for cable television.

Prickett's request came after passage of emergency legislation by City Council of Wauseon which will permit a Stow, Ohio, corporation of which Harry W. Holland is president, to set up an antenna system. Holland also obtained a franchise from City Council of Napoleon. The corporation plans to set up an antenna system serving the two cities.

By invoking the emergency clause, the ordinance in Wauseon was introduced, read, passed, and granted in one session. Prickett pointed out several items which he said the Wauseon city fathers overlooked.

1. The stockholders and financial responsibility of the company are nowhere described, the only reference along this line is the section in which the company shall obtain policies or bonds for liabilities.

2. Nothing in the ordinance prohibits the company from charging any amount they see fit, and they can raise their prices at any time simply by filing a rate schedule.

3. Nothing in the ordinance prevents the use of the facilities for pay tv. It is easily possible for these people, having received rights for 10 years gratis from the council, to operate this system strictly as a pay tv system. This group, hooked up with various other so-called community antennas, can control the product now available on free tv and make it necessary, in Prickett's opinion, for people of Wauseon to subscribe to the channel community antenna television hookup or not be able to see a number of things that are presently available on free tv.

4. Newspapers have just announced that the National Football League have sold their rights to NBC-TV but additionally have reserved rights for wired television. It is easily possible that the NFL games will not be available to the people of Wauseon and Napoleon unless they pay the proposed $30 connection charge or more if they see fit, and the $4.75 per month cost of the connection to their own television set.

In a letter to James Fernamberg, publisher of the Fulton County Republican, Wauseon, Prickett pointed out that the ordinance would give the antenna system promoters use of streets, alleys, and other public property for private gain without any revenue to the city.

"It seems to me that granting this privilege would be like granting a privilege to a promoter for the use of streets surrounding the park in the south side of your city for the purpose of auto racing, with admission to be charged to anyone who wishes to patronize same," said Prickett.

"It seems to us, in fairness to the city of Wauseon, that City Council would repeal this emergency measure and give all of its citizens an opportunity to study the advantages and disadvantages of this proposition."

AB-PT Declares Dividend

NEW YORK—Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, Inc., announced that the board of directors declared the first quarterly dividend of 25 cents per share on the outstanding common stock of the corporation, payable March 14 to holders of record on Feb. 24.

Varying Degrees Of Success Seen For N.C. Human Relations Groups

Dr. Strangelove
Dr. Strangelove
BENEDICT

The Victoria, Broadway, New York City, recently was the scene of lines of patrons waiting to see Columbia's "Dr. Strangelove or: How I Learned To Stop Worrying and Love The Bomb." Record-shattering business was registered at the house and the Baronet on the East Side.

DUNN, N. C.—Antisegregation demonstrations aimed at motion picture houses and other places of public accommodation were resumed here for the first time in four months, and 34 Negroes were arrested.

The arrests were made after demonstrations at several downtown business establishments. The Negroes were charged with trespass and released on bond. Police said all already were under indictment in Superior Court in connection with similar demonstrations.

The Rev. B. B. Felder, president of the Dunn chapter of the National Association for the Advancement of Colored People, said the demonstrations were resumed because "we've gotten nothing from the Human Relations Committee," and that they will continue "until some progress is made toward integration."

"There has been only token integration here," he said. "All restaurants, hotels, motels, and theatres are still segregated."

At Graham, the chairman of the Human Relations Committee there called a public meeting and said Graham, Burlington, and Alamance County had "reached a serious stage in what the committee is trying to do." He said no city or county governing board has endorsed or even taken notice of a committee recommendation that all public facilities, including theatres, restaurants, hotels, and motels be opened to all races. He pointed out that the recommendation was made in September.

The Rev. Coy R. Bovender, pastor of the Shiloh Presbyterian Church, said "cities all over North Carolina have made more progress than those in Alamance County. We are surrounded by racial demonstrations. We cannot escape much longer."

He said, "We (the committee) can still do a job and do it without demonstrations if a barrier can be hurdled. This barrier at the moment is the City Council of Burlington, Alamance County Board of Commissioners, and city councils in Graham, Mebane, and Elon College."

Mayor J. D. Schmidt, Elon Colege, said Bovender was incorrectly including Elon College on the list because the board of aldermen there had approved the recommendations.

At Sanford on Feb. 4, where a Human Relations Committee was set up recently to deal with Negro demands for the integration of theatres and other downtown businesses, Mayor Tommy Mann reported that "very favorable reports" of progress had been submitted by chairmen of subcommittees, and committee chairmen feel a fine spirit of cooperation between all citizens prevails in Sanford and Lee County." He said, "If this continued cooperation continues, the goals of the committee will be accomplished without difficulty."

At Asheboro, where demonstrations were renewed recently with the announced intention of concentrating on motion picture houses, although one of the two houses there integrated some time ago, demonstrations have continued, but mostly against other places of business.

UA Duo Set For Music Hall

NEW YORK—United Artists will have its first back-to-back booking at Radio City Music Hall with "The World of Henry Orient," as the Easter attraction, to be followed immediately by "The Pink Panther."

"Victors" First For Col. N. Y. "Showcase" Policy

NEW YORK—Major launching plans for Columbia Pictures' first New York "Showcase" presentation, Carl Foreman's "The Victors" on March 4, were detailed in an all-morning session which brought together top Columbia executives and representatives of the circuits taking part in the event.

The city-wide Showcase break which will see 18 theatres of the Loew's Century, Fabian, Brandt, Lightstone, and Cinema Circuit chains participating, will have the benefit of an all-out merchandising campaign, it was revealed by Robert S. Ferguson, Columbia vice-president in charge of advertising and publicity.

Ferguson told the group that "Columbia will have a specialized campaign approach expressly keyed to showcase moviegoers. This is in line with our policy of tailoring campaigns scientifically to the market, based on studies of audience make-up and inclinations."

Two of the participating showcase theatres are in Manhattan, three in Brooklyn, three in Queens, three in the Bronx, three in Nassau County, three in Westchester, and one in Staten Island, Jackter revealed.

"Lady" Aids Relief Fund

LOS ANGELES—The Los Angeles premiere of "My Fair Lady" will be a benefit performance for the Motion Picture Relief Fund, it was announced by Jack L. Warner, president of Warner Bros. Pictures, and George L. Bagnall, president of the relief organization.

The event wil be held at the Egyptian, Hollywood, on Oct. 28, a week after the New York premiere at the Criterion.

Pearson To Reade-Sterling

NEW YORK—The appointment of John E. Pearson to the new position of vice-president of the television division of Walter Reade-Sterling, Inc., was announced by Saul J. Turell, president. Pearson was vice-president for the international division of Independent Television Corporation.

TOA, Allied Defend Product Splits; Ask To Be Heard In Viking Appeal

DALLAS—Theatre Owners of America, jointly with Allied States Association, will seek to be represented in the appeal of the Viking case to the United States Supreme Court, John H. Rowley, TOA president, said.

Speaking at the closing dinner of the Texas drive-in convention at the Statler-Hilton Hotel, Rowley said the suit, brought by the Viking Theatre Company of Philadelphia, involved an attack on the validity of product splits. He said that the TOA board of directors had been polled on the question of whether TOA, with Allied, should retain counsel to represent the organizations in an attempt to be either heard in person or to file a brief of amicus curiae in the action. The board approved the plan and Herman M. Levy, recently retired general counsel of TOA, was retained to represent both associations in the project.

The Viking Company, which operates a downtown first-run theatre in Philadelphia, brought suit charging violation of the anti-trust laws, but basically, the suit was an attack on the validity of product splits in which the plaintiff was not a party. Product splits were upheld by two lower courts and the Supreme Court agreed to review the case.

Rowley said TOA was grateful for the opportunity to convince the Supreme Court that splits had merit and were preferred to an alternative to competitive bidding.

Pointing out that the outlook for more product this year was brighter than it was last year, Rowley said that if the improvement in numerical releases could be accompanied by a more realistic approach to the bidding problem, the "horizons could be much rosier."

"The failure of distributors to grant screening opportunities prior to bidding notices remains a very big fly in the ointment for better trade relations," Rowley said. "Too often an exhibitor will bid too high in order to obtain a certain picture. Blind bidding is a gamble too risky for these days of product scarcity."

Rowley said the distributors must be made to realize this and he pledged to do his best as president of TOA "to bring about a change in this unfair trade practice."

Rowley said he was disturbed over the withdrawal of "The Longest Day" from release until June. He said this was a destructive move by 20th Century-Fox, stating that in his opinion it was not good business ethics to withdraw an important picture just when it would be available to the small towns which needed product so badly.

"Not only will there be a loss of revenue, but a dissipation of a great advertising campaign and the strong word-of-mouth buildup which the picture had received when it was in distribution," Rowley said. "All that very well could be lost now. I hope 20th Century-Fox will reconsider this disastrous decision and put the picture back on the screens now."

Special committees headed by the presidents of Theatre Owners of America and Allied States Association will meet in Kansas City, Mo., on March 3 for the purpose of continuing discussions for a closer working arrangement and the possibility of a merger of the two organizations.

TV Execs Offer Col. Free "Strangelove" Spots

DENVER—For what appears to be the first time in the history of the promotion business, a major television station has come forward and offered free on the air commercial time to a motion picture company.

The executive staff of KCTO-TV, channel 2, Denver, was so impressed after attending a private showing of Stanley Kubrick's suspense-comedy, "Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb," that to express their appreciation and interest, they have offered Columbia Pictures, distributors of the film, five free tv spots of the company's choosing to be aired at prime times throughout the afternoon and evening. This offer is believed to be an all-time first in the motion picture industry.

Victoria, Tex., Board Set To Aid Fight On Obscenity

VICTORIA, TEXAS—The concern of many citizens regarding the caliber of printed material and motion pictures that are available to the youth of the city has led to a request of the City Council that suitable action be taken.

The Council's response to this request was the activation of sections of the Code of Ordinances which deal with the creation of a board of review for juvenile readers. These ordinances were written in 1957.

Mayor Kemper Williams, Jr., in accord with the ordinance and with the approval of the City Council, appointed nine members to serve on the board. H. W. Kacy was named chairman.

Other members include Msgr. F. O. Beck, Mrs. Alvin L. Boyd, Robert B. Campbell, Mrs. Rubin Steele Frels, V. T. Kallus, Oscar A. Schulte, B. J. Stuckey, and the Rev. J. H. Vermillion.

Councilman Velton B. Cowden and City Attorney Argyle McLachlan are ex-officio members. Mrs. Boyd is secretary.

It was pointed out by the board that although it has been directly charged with the responsibility of keeping informed of the contents of books and motion pictures found in the city, "this is primarily the responsibility of every civic, every fraternal, and every religious organization, as well as every citizen in the city. The failure of responsible people to look, see, and act is perhaps the most valuable asset of distributors of pornography."

The local citizens were asked to watch what their children were exposed to at the theatres, and if they were satisfied that the child could see it, to do nothing; however, if they felt their child or children or any other child in the city should not be exposed to the material, to "speak up."

Complaints should be registered with the dealers and theatre owners regarding the publications and movies that violate the city ordinances. The citizen should ask that appropriate action be taken.

Minister's Classification Call Stirs Mich. Debate

DETROIT — Probably because the Rev. Malcom Boyd is the chaplain at Wayne State University here, his article advocating movie classification in the February issue of "The Episcopalian" (national magazine of the Episcopal Church) is receiving much local comment.

Rev. Boyd wants to keep young people away from some type of corruption which he does not spell out.

Curiously, among films good for moppets, Rev. Boyd picks on such as "To Kill A Mockingbird" and "McClintock!"

The Reverend is for the industry doing its own policing for kids up to 18.

Movie writer Louis Cook, Detroit Free Press, was rather moved by the piece—but in the opposite direction. His capsule comment on chosen films is ironic.

However, he takes a stand which industryites would endorse for the most part:

He doubts the deleterious effects of any films, no matter how poor. He doesn't think "kids are going to the dogs from seeing horror films."

He has come to the "uncomfortable conclusion" children are better judges than adults. "They recognize corn for corn, that a screen killing is just a story, and they are the first to become bored when the situation is truly boring."

Cook feels the industry has been inept at self-censoring, so it almost went broke and still has a problem in getting audiences to watch good films.

It is doubtful, he writes, if anyone is truly equipped to act as censor. The "process of insulating young people from reality has already gone too far."

"For Adults Only" is a sign which will lure youth, not dissuade attendance. "If we're going all out for signs, let there be signs advising 'For Children Only,' or, if it's a real stinker, 'For Nobody Only.' "

He recommends parents do their own classifying or preferably "the children themselves, rather than professional moralists or bored detectives."

Para. Maps Merchandising

NEW YORK—Members of Paramount's advertising, publicity, and exploitation staff from throughout the United States and Canada met at the home office to map marketing and merchandising plans for the company's major releases through this summer.

President Barney Balaban and executive vice-president George Weltner announced that Paramount was solidly committed for pictures through 1966 and that it is now working on additional deals that will carry it through the decade. The weekend meetings, under the direction of vice-president Martin Davis and his executive assistant, Josph Friedman, stressed the careful, long-range marketing program that Paramount will be able to pursue under its forthcoming production and release schedule.

An important phase of the meetings was devoted to "workshop" sessions directed by the following department heads: exploitation manager Bernard Serlin, who covered field activities; Jerry K. Levine, advertising manager, who outlined forthcoming ad campaigns; publicity manager Hy Hollinger, who reported on plans for coverage in all major news media; and studio publicity director Bob Goodfried, who discussed current and future projects at the studio.

Shopping Center Theatres Up General D-I Earnings

BOSTON—Record sales and earnings in 1963 were reported for General Drive-In Corporation by Richard A. Smith, president. The theatre company, operators of movie houses in 20 states, had earnings of $902,875 equal to 98 cents a share on the 919,802.5 shares outstanding, for a 17 per cent increase over 1962 earnings of $770,520 or 84 cents a share.

Revenues reached a new peak of $15,637,297 compared to last year's $12,799,231. New records were also attained in cash income, which rose to $1,724,241, or $1.87 per share from $1,469,656, or $1.60 per share; total assets, which reached $17,656,483 and net worth, which rose to $8,809,028 equal to $9.58 per share.

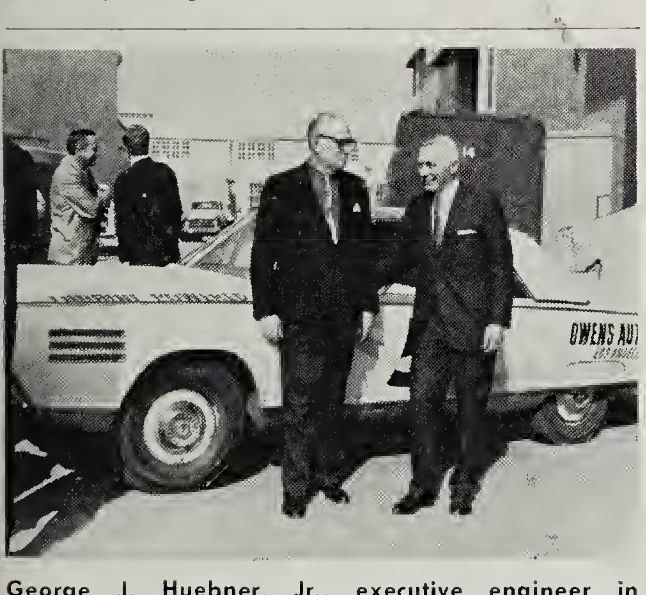
Smith stated that a healthy drive-in operation and a growing contribution from the expanding shopping center theatre division were major factors in the considerably improved results.

"In keeping with our program of concentrating on the new shopping center theatre area," Smith said, "we have opened 10 new units since publication of last year's report. This exceeds the total for any previous year. Not only is this our fastest growing division," he added, "but in 1963 it accounted for 24 per cent of total company revenues compared to 13 per cent in 1961. Of approximately 17 new shopping center theatre units which we expect to complete in the next year, 10 will be twin-auditorium houses."

WB Declares Dividends

NEW YORK—The board of Warner Bros. Pictures, Inc., declared a dividend of 12½ cents per share on the company's common stock, payable May 5, 1964, to stockholders of record on April 10, 1964.

The board also elected the following officers: president and principal executive officer, Jack L. Warner; executive vice-president, Benjamin Kalmenson; vice-presidents, Herman Starr, Wolfe Cohen, Edmond L. De Patie, William T. Orr, Morey Goldstein, and Richard Lederer; secretary, Howard Levinson; treasurer, Thomas J. Martin; controller and assistant treasurer, Walter Meihofer; assistant treasurer, Harland E. Holman; assistant secretaries, Roy J. Obringer and Peter D. Knecht; and general counsel, Freston & Files.



George J. Huebner, Jr., executive engineer in charge of Chrysler Corporation's research department, known as "the father of the turbine," is seen at Universal City, Cal., where he is assisting with the filming of U's "The Lively Set," drama with a racing car background. William M. Schary, Hollywood editor, MOTION PICTURE EXHIBITOR, is seen on the left.

Fox Accent On Merchandising Aids "Man In Middle" Showcase Release

NEW YORK—An exhibitor merchandising conference at 20th Century-Fox developed a "community unit" concept for the newly-formed Showcase presentation whose 23 metropolitan area theatres will participate in the first-run release of "Man in the Middle" on March 4.

The neighborhood-level approach was stressed with the announcement of an incentive $500 prize contest for theatre managers who develop the most effective community campaigns. Five prizes will be awarded, with the top one a $250 U. S. Savings Bond.

The meeting at the Fox home office, presided over by Jonas Rosenfield, Jr., 20th-Fox vice president and director of advertising-publicity-exploitation, was attended by managerial and promotion representatives from many of the leading New York area circuits, including Loew's, Century, Brandt, Skouras, Walter Reade-Sterling, Interboro, Fabian, Hecht, Triangle, Associated Independent, and Cinema. Max E. Youngstein, executive producer of "Man in the Middle," and Joseph M. Sugar, Fox vice-president in charge of domestic sales, also addressed the meeting.

Among the leading circuit executives who attended the session were Arthur M. Tolchin, assistant to the president of Loew's Theatres; Bernard Myerson, executive vice-president of Loew's; Ernest Emerling, vice-president of Loew's for advertising-publicity; Robert Shapiro, managing director of the Paramount Theatre; James Pisappia, head buyer-booker for Interboro; Ed Schuman, chief buyer-booker for Walter Reade-Sterling; Charles Cole, advertising-publicity director for Century; Ben Gladstone, head buyer-booker for Town & Country Theatres; Spyros Lenas, chief buyer-booker for Skouras Theatres; and Martin Newman, general manager of Century Theatres.

Rosenfield explained that the new Showcase presentation "turned New York into a series of small town communities, with each theatre utilizing all the facilities and possibilities for promotions in its individual area on behalf of a new motion picture." This local approach, Rosenfield said, "enables a participating theatre to achieve an impact with the distribution company's campaigns which would not be possible otherwise."

Following a screening of the film, the exhibitors were given a detailed account of the hand-tailored promotion and advertising campaigns for their areas. A major element in the "Man in the Middle" promotions are tie-ups with local neighborhood retailers.

These include mirror posters for use in all appropriate local establishments; cross-promotion window posters for shops in the immediate vicinity of the theatre; a candid photo contest tie-in with camera stores and supermarts, and a dramatic rear-view projection of theatre-plugging trailers for placement in stores with heavy traffic.

Book and music store promotions were also listed through tie-ups with Bantam Books and 20th Century-Fox Records.

The theatrical and special one-minute cross-plug trailers for the film were also screened at the meeting. These stress the film's strong story values and the potent star cast of Robert Mitchum, France Nuyen, Trevor Howard, Barry Sullivan and Keenan Wynn.

An advertising schedule that provides for major spot tv buys on ABC and NBC stations, plus a saturation radio campaign coupled with special disk jockey promotions was outlined.

A dramatic half-page ad for The New York Times the Sunday before opening is angled for women and young-adult audiences, in line with the strong Green Sheet praise for the picture and its recommendation for adults and mature young people.

The latter segments of the public will be reached also by an intensive tour schedule mapped for Youngstein and Howard Fast, whose novel "The Winston Affair," is the basis for the picture. They will make area-wide discussion appearances, in conjunction with screenings, before women's clubs, film councils, and college film and literary groups.

Other Fox officials participating were Abe Goodman, advertising director; Rodney Bush, exploitation director; Mort Segal, publicity manager; Adrian Awan, exploitation manager; and Michael Shapiro, speical exploitation representative.

IFIDA Salutes Sunshine

NEW YORK—The IFIDA board of governors praised the outstanding activities of Morton Sunshine as dinner coordinator of IFIDA's third annual dinner dance. The statement, issued by Michael F. Mayer, executive director of IFIDA, follows:

"IFIDA has been thrilled with the services of our outstanding dinner coordinator, Morton Sunshine. This year's affair was a pace setter for entertainment attendance and high spirits generally. The foreign film industry deserves and is receiving the best in support of its awards. All of the comments received at our office indicate that those present had a wonderful time. The awards were handled with simplicity and taste. We were especially thrilled with the presence of such outstanding dignitaries as our master of ceremonies, Theo Bikel, the president of Lincoln Center for the Performing Arts, and top names from stage and screen, as well as ambassadors from foreign countries. We wish to give full recognition to the fine work of Morton Sunshine.

Marcus Joins 20th-Fox

NEW YORK—Morey Marcus, Far East film veteran, has been appointed home office Far East specialist at 20th Century-Fox, it is announced by Seymour Poe, executive vice-president.

He will work in liaison with Geza Polaty in the field, under the company's revitalization of its foreign distribution organization. Polaty leaves for his headquarters in Tokyo over the weekend.

Under the program, announced earlier by Poe, each territory is to be administered by a supervisor in the field, backed up by a specialist based at the home office in New York. The plan has been put into operation for Latin America with the previously announced appointment of Francisco Rodriguez as field supervisor in Mexico City, with Karl Knust occupying the home office Latin desk.

Marcus resigned as Far East representative for Cinerama to accept the Fox appointment. He previously was associated in the Orient with Republic, Paramount, and MGM.

The NEW YORK Scene

By Mel Konecoff

THE OTHER MORNING on the way into the office, we stopped in to see MGM exploitation director Emery Austin to see if he really had a talking press book, and he came through as usual. There, sitting on his turntable, was a paper thin vinyl record with the legend, "Mr. Theatre Manager: Don't Open This Campaign Book Until You've Played This Record—MGM."

Once our curiosity was aroused, he deftly placed the needle in the groove, and there spinning away at 33 and one/third revolutions per minute was a voice, which had all kinds of goodies to relate regarding tie-ups, stunts, etc., for the pressbook's subject, "A Global Affair." For seven minutes we were regaled about contests, fashion shows, give-aways, trailers, music possibilities, etc., etc.

Austin informed us that about 15,000 of the pressbooks will be distributed eventually between MGM and National Screen Service, with the initial batch going not only to first runs but to press people, critics, and others who may be impressed with the record gimmick. Some managers, who have already received the attention-getter, have commented favorably.

If you don't have a record player, visit your local radio station, record shop, five-and-dime store, or even borrow one from any teen-ager. If all else fails, read the pressbook.

IMPACT DEPARTMENT: This winter has been pretty hard on this city. Not only have we been hit by snow, cold, rain, etc., but we've been Beatleized. Before you go running to the nearest dictionary, read on. Since obviously our female teen-age readership is limited, we had better explain to the others that recently in England there came into being a youthful foursome of mediocre singers calling themselves the Beatles. They developed into a tremendous hit in England and elsewhere abroad, and word filtered back to American girls, who began to think Beatle. A condition known as Beatlemania developed.

Hip showman Ed Sullivan booked them to appear on his show several times, and their alert agent decided to book them into some personal appearances in Washington, Carnegie Hall, Miami, etc., and Capitol Records got into the act since the platters began to sell like the proverbial hotcakes. With all this going for them, it was only natural that the showmen up at United Artists decided that this was for them, and they, too, became Beatlemaniacs.

Anyhow, the day after they pulverized the ratings on the Sullivan show, we went over to the Plaza Hotel, where they were under observation. We watched the newsreels crowd around to record their words and cooky appearances for history. Next the radio reporters and disc jockeys thrust their tape recorder microphones under their noses for momentous utterings. The press and magazine photographers must have added to the prosperity of Eastman Kodak the way they exposed hundreds and hundreds of films. And then came the reporters and a pretty bright question and answer session. Meanwhile, the police outside were busy trying to keep crowds of teenagers from infiltrating the hotel, which was quite a chore.

After all this, it developed that the foursome with the sloppy Buster Brown haircuts have a deal to make one picture for United Artists and options for two more. The first, tentatively titled "Beatlemania," will get under way on March 2 at the Pinewood Studios in England with a seven-week shooting schedule under Eady Plan classification. Walter Shenson will act as producer for UA, and Richard Lester will direct. We understand UA hopes to release the film in August, and the Beatles may even be back for the event, heaven help us.

LET'S NEGOTIATE: We like the tale filtering back from Kenya where the Frank Ross production, "Mister Moses," is being filmed with Carroll Baker and Robert Mitchum. It seems that Baker really made a hit with one of the local Masai chiefs and he offered to buy the blonde beauty for $750 cash, 150 cows, and 200 goats and sheep. The bridal rate at the time was $200 and 12 cows. Since this is a time for bidding in the industry, we think that Baker should hold out for more. Given the opportunity, we'd even be willing to get into the act with some unusual offerings. Incidentally, no one reported whether the women of Kenya had offered anything for Mitchum.

THE METROPOLITAN SCENE: That pressbook on Sam Bronston's "The Fall of the Roman Empire" is a standout masterpiece of color and a real attention-getter. . . . Paramount presented a 23-minute featurette covering the filming of "Empire" to magazine, newspaper, and other press representatives the other day, which detailed the preparations, actual photography, stars at work, etc. It will also be shown to group sales representatives, theatre party agents, and in theatres in either the 23 minute version or a shorter one running nine minutes. There are 16mm prints being prepared for servicing via tv, in schools, before women's groups, organizations, and conventions. . . . Joe Levine into Doctors Hospital for weight reduction. If he had an extra bed, we would have joined him. . . . Mal Braveman Associates handling publicity for the Harry Hershfield Tribute Dinner at the Americana under the auspices of the March of Dimes, scheduled for March 8. . . . Major push on for Buddy Ebsen's MGM single record, "Mail Order Bride," which is backed by the theme from "The Beverly Hillbillies." Disc jockeys throughout the country received this, plus appropriate promotion material on the film.

New Va. House For B&K

SILVER SPRING, Md.—B & K Theatres announced the opening of their new 900-seat theatre in the Bradlick Shopping Center, Annandale, Va., on March 4.

John C. Broumas is president of B & K Theatres, and Ed Rosenfeld, formerly of Trans-Lux Theatres, is general manager of the circuit, which operates houses in Maryland, Virginia, Pennsylvania, and D. C.

AIP'S ARKOFF

(Continued from page 6)

"There was a time when all that a theatre owner had to do was put up a house which would be convenient to certain areas of population, and just from the convenience aspect, his success was assured. This was the glowing era of the neighborhood theatre. But today, the moviegoer, the potential movie patron, is not locked in just by his location. Convenience means something entirely different . . .

"Today, the shopper is no longer loyal to any store or center but rather she is just loyal to shopping itself . . . Today's moviegoer is just as fickle. He doesn't have any loyalty or moral ties binding him to a particular theatre. He sees himself as having much greater freedom and mobility to look for the picture which he feels will satisfy his needs and wants and wishes.

"The essentially casual nature of the relationship the theatre owner has with his patrons means that he no longer can rely on loyalty or habit to sustain his business. And yet, a significant factor in the study of the moviegoers' habits is the remarkable vitality of the neighborhood theatres and the share of business they get. Their failures have been overstated. They survive and grow in some cases, I suspect, because people are people, and people do not always act rationally or predictably. They sometimes, oftimes follow the easiest course of behavior. They don't always select the best buy at lowest prices. They don't anticipate their needs and thus they patronize the neighborhood theatre for large numbers of reasons which, if charted on a graph would be quite zig-zaggy . . .

"The theatre in the central business district likewise shows tremendous vitality, and aside from the fact that a prime reason for this is that downtown houses are traditionally the showcase houses for major productions, the reason for this vitality is the continuing movement of people . . .

"The central business district should have suffered severely with the rise of suburban shopping centers, and the downtown theatre should have suffered greatly with the construction of so many suburban drive-ins. There has been some effect, but downtown hardtops show an encouraging vitality, the reason for which we can no more fathom accurately than we understand why Jack and Jill went up the hill to get a pail of water when all of us know that water does not run uphill."

Arkoff continued, "What happens with the future of our business is inextricably involved with the amazing changes in the behavior, the needs, wants, and wishes of that very remarkable person who is at one and the same time the shopper and the movie fan . . .

"We shall continue to make pictures of family appeal, pictures which will bring entire families into theatres just as they go into shopping centers . . . The family picture is the backbone of the business . . . American International is going to continue making this type of entertaining, topical, lively, laughable pictures with which we have been successful and which your boxoffice results indicate Mrs. America wants. But, not without CHANGE. We shall make them bigger and better. . . .

"We realize fully that when we speak of satisfying the needs and wants of the public, we are dealing with a fickle and unpredictable mass; but we know it to be a situation in which the key idea is CHANGE. Change today, change tomorrow, and if you don't change, you're dead!"

UA Records Reorganizes Top Executive Personnel

New York—David V. Picker, vice-president of the parent United Artists Corporation, will become president of the United Artists Records, Inc. Michael Stewart, at present executive vice -president of the United Artists music publishing firms, has been appointed executive vice-president of United Artists Records, and will add these duties to his present ones.

Si Mael, currently vice-president, becomes general manager of UA Records and director of business affairs, and will supervise the day to day activities of the organization.

In the reorganization, key UA executives will add to their duties as departmental heads. Director of creative services, Lloyd Leipzig, will supervise the activities of the publicity and advertising dpartments, serve as liaison to the parent film company, and be directly concerned with artists' relations and the creative talent on the label's roster.

National sales manager, Joe Berger, is assuming complete control of the sales of album product for United Artists and its subsidiary labels, while Andy Miele will be in complete charge of singles for all labels. Artists and repertoire director, Jack Gold, will creatively supervise the singles product, and musical director, Leroy Holmes, will continue as chief album producer for United Artists. The foreign and legal departments continue under the aegis of Sidney Shemel, and Ron Nackman continues in charge of all phases production.

SW Divests Seven In Texas

NEW YORK—Stanley Warner has reported to the Federal Court its divestiture of seven theatres which were part of the Lone Star chain in Texas. Such divestiture was required by the end of the first year when Judge Edmund L. Palmieri approved the acquisition of the Lone Star Theatres.

In addition to the four theatres purchased by the Gulf States Theatres and recently announced, the three other theatres were divested as follows:

Hampton Road Drive-In, Dallas, lease cancelled; Meadowbrook Drive-In, Fort Worth, lease sold; Bronco Drive-In, El Paso, didn't renew lease.

Interstate's Adams Honored

DALLAS—John Q. Adams, executive vice-president of Interstate Circuit, Inc., has been awarded the distinguished service medal and presented with an attractively framed plaque for his outstanding contributions in furthering the work of the Texas Heritage Foundation.

John D. Reed, general counsel for Texas COMPO, who made the presentation, lauded Adams for his untiring service in helping to preserve the heritage of art, science, history, and literature of Texas through the Foundation.

New SW House Okayed

WORCESTER, Mass.—Federal Judge Edmund L. Palmieri signed an order authorizing Stanley Warner to build and acquire a new theatre in the White City Shopping Center, located outside the boundary of the city of Worcester, Mass.

The preliminary hearing was held on Feb. 4. Maurice Silverman represented the Department of Justice and Arthur Schwartz and Stuart Aarons represented Stanley Warner.

Seen at the recent Army Benevolent Fund benefit world premiere of "Zulu" in London at the Plaza Theatre, were, left, left to right, Joseph E. Levine, president, Embassy Pictures; Mrs. Levine; and George Weltner, executive vice-president of Paramount Pictures; and, right, left to right, Stanley Baker, star and co-producer of the film; and Cy Endfield, director and co-producer.

LONDON Observations

By Jock MacGregor

I HOPE that do-it-yourself publicity spreads. I do not mean the business of the producer who has to pass everything or just spill a story to a pressman so that a small paragraph spoils the big spread which his publicist has expertly planned and nursed with a multi-million circulation paper. I refer to those like Carl Foreman who do not stint their pubilicity budgets and really get behind their publicists. During production, Carl may withdraw into his cocoon, and no one can blame him when he is packing the gargantunan task of producing and directing from his own script as he did with "The Victors." He must be preoccupied with such a venture. Now, with such problems behind him, he is really getting behind the exploiting and has flown thousands of miles attending openings and giving the personal touch.

Though temporarily forced out of the West End through the shortages of show houses—and this will soon get worse through the Marble Arch Odeon closing for redevelopment and the Warner being adapted for 70mm road shows—"The Victors" has opened big in the provincial keys. Much of the success in Birmingham, Manchester, and Cardiff is accredited to Carl's visits to augment the efforts of his own Ken Green and the Columbia exploiteers. He gave many radio, tv, and press interviews and created enormous interest in the picture. One thing certain today is that interviewers are far more intrigued with a creator who has something to say than tours by artists who just look glamorous. Indeed, photos alone of their arrivals disprove the old adage that a picture is worth a thousand words—at least as far as seat selling is concerned.

SOME OTHER PRODUCERS also appreciate that their job is not finished when they deliver the print to the distributor. High in the go-out-and-meet-the-interviewers school is Joe Levine, who never misses an opportunity to instill his own enthusiasm. He has now infected his co-producers of "Zulu," director Cy Endfield and actor Stanley Baker. They are doing a great job visiting provincial centres to meet the press and tv and radio interviewers who are stockpiling material to use when the film is played locally and to excite managers who will be showing the movie. It is doing such business at the Plaza that it could run for much longer than scheduled if it were not for the "Becket" opening in March. Indeed, Paramount's Russell Hadley must be embarrassed in the nicest possible way—a glut of top attractions.

REGRETFULLY, owing to the uncertainty over British Lion, production in the studios is probably at its lowest ever. Until the future is decided, those who release through this outlet are held up and others, fearful of some government action, have held their horses. . . . Observed doing a wander around the West End. The late night shows on Saturdays have obviously caught on and spread to some big theatres like the Empire and the Cinerama houses from the small intimates. . . . To meet the demand for "Dr. Strangelove" at the Columbia, a late night show is being run every day except Sunday. . . . The Jacey group has replaced shorts and cartoons at three news theatres with nudies and are selling them down the drain with such slogans in press adverts and front of house as , "So this is what the public wants? We can't see it. Can you?" "1000s paid 9/6d to see this rubbish. Was it worth it?" "Frankly Patrons, They're a Bore." Prices of admission are 21 cents and 35 cents

WARNER-PATHE, Associated British, Kodak, Zonal, and other companies combined to demonstrate 8mm films with magnetic sound, and an interesting session it proved. Projection and sound were of the highest standard, and I doubt if anyone could tell that the films on the closed circuit tv were 8mm—one of The Beatles had been reduced from the Pathe News Techniscope coverage. Warner-Pathe are releasing a number of features, such as "The Dam Busters" and "Great to Be Young," at around $15.00 to private users. A great potential seems to lie in the continuous run lightweight projectors which can be used for demonstrations by salesmen and lecturers, or for showing movie trailers as part of store or window displays. . . . Dropped in on Ron Lee's at office Cinerama and found it rather like a battle headquarters with wall maps showing installations and catchment areas for audiences all carefully marked. He believes a major requirement of a Cinerama theatre is adequate nearby parking for audiences are attracted from anywhere but nearby.

ALBANY

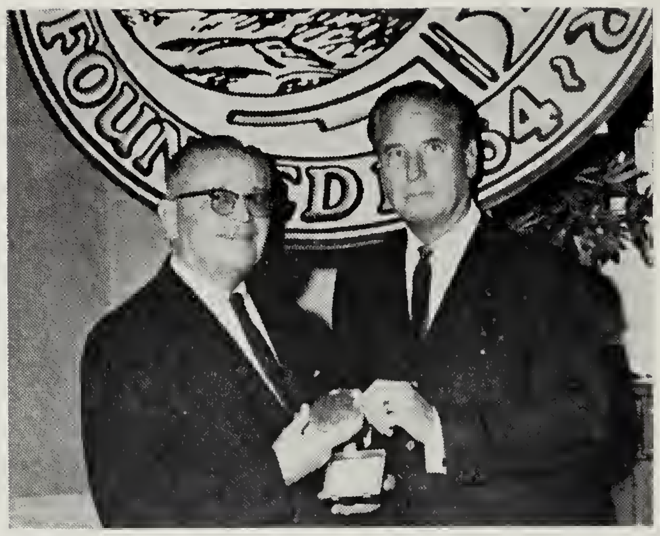
G. Brandon Donahue, ex-chief barker, Albany Variety Club, and vice-president of First Trust Company, was appointed to an advisory committee for a fund being raised by The Times-Union to benefit the widow and two sons of a police sergeant slain by a burglar. . . . Neil Hellman presented a $1500 check to Dr. Ray A. Elliott, Jr., president, Northeastern Speech Center, representing proceeds from a benefit premiere of "Fantasia" at the Hellman. . . . Tent Nine members' wives were honored at a champagne-cocktail party in Schine-Ten Eyck Hotel, the opening celebration of "Variety Week" on Feb. 16. . . . Sylvan Leff, Leff Theatres, and wife were among patrons for performances by National Ballet of Canada at the Palace. . . . The religious page of Albany Times-Union printed a column by Rabbi Alvin S. Roth, spiritual head of Temple Beth Emeth, who served as Jewish chaplain for the local Variety Club, warning of the dangers to the community in censorship.

ATLANTA

Martin Theatres, with headquarters in Columbus, Ga., has purchased the 600-seat Belmont in the Belmont Hills Shopping Center, Smyrna, Ga., from W. A. Ward, Jr. Although the theatre is not more than several years old, remodeling will begin immediately. . . . Martin's 850-seat Strand, Marietta, Ga., is also getting an immediate face lifting and renovation. . . . Martin Theatres announced plans for the construction of a new theatre, the Palms, Panama City, Fla. It will have a large wall-to-wall curved screen, cushioned seats, and a large landscaped parking area . . . Jackie Myers, formerly with Martin Theatres headquarters in Columbus, Ga., has joined Allied Artists in the booking department. . . . Scott Lett, sales manager, Howco International Pictures, returned to his Charlotte office after a trip to Kansas City. . . . The management of the Lucas Avon Theatre Company of the Wilby-Kincey Theatres in Savannah, Ga., teamed up with the Savannah New Press in the publication of an eight-page amusement section.

BOSTON

Theatre Owners of New England held their all day annual midwinter meeting at the 1200 Beacon St. Hotel in Brookline, Mass. Speeches by exhibitors on showmanship campaigns that paid off on pictures played in the territory in 1963 were discussed. Panels featuring outstanding promotions on motion pictures in drive-ins and hardtops were heard. Chester Stoddard, president of New England Theatres, was chairman of the meeting. The committee in charge of the all day session included Malcolm Green; James Mahoney, Interstate Theatres; Carl Goldman, TONE secretary. . . . Jane Fonda came into Boston for press interviews at the Ritz Carlton for her film, "Sunday in New York," now current at the Orpheum to big business. Karl Fasick handled the press, radio, tv, and exploitation for MGM on Miss Fonda's visit. . . . American International's "The Comedy of Terrors" opened a two week run at E. M. Loew's Center, Boston, on Feb. 12, and Art Moger, AIP exploitation chief here, did a bangup promotion on Joe E. Brown, making his first appearance in a terror film. . . . "America, America" has been booked to go into the new Paris Cinema following run of their opening film, "Billy Liar." . . . Ben Sack announced that he has bought the Jack L. Warner production of "My Fair Lady,, to open at his Saxon on roadshow basis on Oct. 28, as a result of his recent buying trip. Sack also has secured Bronston's "Fall of the Roman Empire" to follow "The Cardinal," now showing at his Saxon. . . . Joseph E. Levine's "Zulu" caravan hit Boston for exploitation maneuvers. . . . Another new theatre in the Greater Boston area is the new Esquire, Cambridge, built by Al Daytz theatre interests which also operate the Park Square Cinema in downtown Boston. . . . Fletcher Knebel, co-author of "Seven Days in May," came to Boston for press interviews with Paul Levi, indie advertising agent, handling the exploitation. . . . The Metropolitan Opera Company has been booked into the Music Hall for one week opening April 13. The picture will be pulled for the week the opera plays the 4,400-seat house.



Chancellor Chester M. Alter, left, University of Denver, recently presented 100th anniversary medallion to Robert Selig, vice-president of theatre operations for National General Corporation, at centennial celebration of the University of Southern California alumni in Los Angeles.

BUFFALO

The annual Man of the Year luncheon of Tent 7, Variety Club of Buffalo, was held in the clubrooms. The Man of the Year was Michael F. Ellis, Jr., past chief barker and vice-president of the Ellis Advertising Co., who did a splendid job in aiding in the promotion work for the recent Variety Club Telethon. At the head table were Thomas W. Fenno, chief barker; James J. Hayes. chairman, 1964 Variety International convention in Buffalo; Anthony T. Kolinski, first assistant chief barker; Miss Giannina Pappalardo, president, Women's League of Variety; Billy Gregory, WKBW-TV, master of ceremonies; and Nathan R. Dickman, past chief barker and chairman, Variety Club week. . . . Albert J. Petrella, second assistant chief barker of Tent 7, Variety Club of Buffalo, and Buffalo city councilman-at-large, is expected soon to announce his candidacy for the Republican nomination for Congress in the 40th district. The 40th district, which takes in all of Niagara county and part of Erie, is now represented by Congressman William E. Miller, who will not seek re-election. . . . The Albright-Knox Art Gallery has lost star Peggy Wood, at least temporarily, to a supermovie, "Sound of Music," to be filmed in Europe by Robert Wise. Miss Wood had accepted the gallery's bid to perform her stage show in Buffalo April 16-26. Then Wise unexpectedly moved his production forward, conflicting with the gallery dates. In an apologetic letter to Lewis T. Fisher, manager of the gallery dramatic series, the actress said she hoped she would be allowed to keep her promise in the fall. . . . Tent 7, Variety Club of Buffalo, will stage its annual salute to the press, radio, and tv on Feb. 20 in the clubrooms. . . . Chief barker Tom Fenno has named the Tent 7 committees for 1964 as follows: membership, every member, with Anthony T. Kolinski and Marvin Atlas as co-chairmen; house, Joseph Fox, Al Petrella, and Marvin Gross; entertainment, Ron L. Ruth and Tony Kolinski; heart, Sam Geffen and Harold L. Bennett; press guy, Edward F. Meade; update by-laws, Harry L. Berkson, Al Petrella, Joseph D. Mintz, David Kulick; bingo, Francis Maxwell; telephone squad, Robert Sokolsky; Hey Rube Club, Dewey Michaels and Mickey Ellis. . . . Five new members have been added to the Variety Club roster—Jake Stephanon, Star Drive-In; Ben Felcher, manager, Columbia exchange; Dave Cheskin, orchestra conductor; Elmer F. Lux, past chief barker welcomed back in the membership; Al Hyman, Huron Garage. . . . Paul L. Wall, manager, MGM exchange, put on a screening-luncheon. Terry Turner and other representatives from the New York MGM office were in town for the event. . . . Elia Kazan's "America America" will be shown at the Loew-Shea flagship, the Buffalo, according to an announcement by Loew city manager Frank Arena, who also states that the Teck will show the Cinerama hit, "It's a Mad, Mad, Mad, Mad World," starting March 25. . . . Charlie Mancuso, salesman working out of the Buffalo office of 20th-Fox for some 16 years, who also worked with the Paramount exchange here, is now associated with the Allied Artists exchange in Los Angeles. . . . "Captain Newman, MD," will open March 20 at the Century and Granada, and managing director Charles Funk is planning a big promotion campaign for the Century, as is the Granada's Joe Garvey. . . . Work has started on a $50,000 remodeling program at the B. C. Bordonaro Palace, Olean. The work will take five or six weeks.

CHICAGO

Mrs. Belle B. Katz, widow of one of the founders of the Balaban and Katz circuit, died of a heart condition in the Michael Reese Hospital. Her husband, Sam, died in 1961. She leaves surviving three daughters and a brother. . . . L and M Theatre Circuit has taken over the Hoosier, Whiting, Ind. L and M now has five outdoor and five regular theatres under its management. Robert Bachman is president of the organization. . . . White Way Electric Sign and Maintenance Co. reports that it has purchased all of the Chicago area electric sign and maintenance operations formerly held by General Outdoor Advertising Co. The purchase was made from Foster and Kleiser division of Metromedia, Inc., which acquired the operations among other properties from General Outdoor last November. . . . Jack Springer, division manager, General Theatre Circuit, attended recent sales meetings in Boston. . . . Everett Johnson, Ottawa, Ill., was killed in an automobile accident, and his wife was critically injured. Mrs. Johnson is a sister of John Doerr, head film buyer of Alliance Theatre Circuit. . . . Herbert V. Prochnow, president, First National Bank of Chicago, and well known to the film trade, was elected president of the Chicago Association of Commerce. . . . St. Francis College, Joliet, Ill., will build a 1000 seat air-conditioned theatre in Joliet. The plans, drawn by the architectural firm of Herbst, Jacoby and Herbst, will include a 350 seat balcony. . . . Mary Waggoner is in charge of ticket sales for both Mike Todd theatres, Michael Todd and Cinestage. Miss Waggoner sold out the first night performance of "Becket," which premieres at the Cinestage March 1, to the Immigrants Service League. Miss Waggoner was formerly with the group sales department of B and K. . . . Chicago Censor Board issued 3,595 permits during 1963, which was 90 permits less than the previous year.

V. P. Brown, controller of Bell and Howell, has been named director of financial division of Ditto, Inc., subsidiary of Bell and Howell. Brown succeeds R. M. Wright, Jr., who retired after 36 years of service with Ditto. . . . Gene Autry, former cowboy singing star, came here to probe the second bombing of the Sahara Inn, a luxury motel and night club he operates. Autry was assured by sheriff's officials that he would be protected against attempts of gangsters to regain control or to molest the new owners. The first bombing of the motel occurred four months ago periling the lives of at least 12 guests and causing $1,000 damage. . . . Dr. Norman Vincent Peale was here to talk about "One Man's Way." . . . Louis Henry Deters, 50, secretary-treasurer of the Coca-Cola Bottling Co. of Chicago, died after suffering a heart attack at his home in Evergreen Park, Ill. . . . Starlite Outdoor theatre is offering special admission prices to their patrons at $3 a carload for a three-bill program. Brotman management reports January business has been good. . . . Charles F. Davidson, film booker for Balaban and Katz for many years, passed away after a lengthy illness. . . . Charles Miller has closed the Times, Savanna, Ill., leaving the town theatreless. . . . Engagement announcement: Lonnie Arlen, daughter of Dave Arlen, retired film press agent, will wed Melvin Cahan. . . . Tom Arthur, Court, was recently married to Carolyn Dry at Sinai Temple. . . . Al Costelli is presently contacting theatre concession trade for the Coca-Cola company in this territory. . . . Malcolm Smith, president of Argus Company, reports that the company will gradually close their photo and film accessory plant in Spring Grove, Minn., ultimately moving same to their new plant in Columbia, S. C.

CINCINNATI

The young people competing in the "Merlin Jones" contest were quite impressed at the buffet-supper party in Hotel Sheraton-Gibson by Annette, who was in to promote BV's "The Misadventures of Merlin Jones." She also appeared on tv-radio and was a charming guest at the press luncheon. . . . Virginia Meyer is new cashier at 20th-Fox exchange. . . . Coatney Neu is new Universal inspector succeeding Marie Haller, retired. . . . Gus Boudot, UA office manager, is in Jewish Hospital for observation. . . . Charles Behlen, well known area exhibitor, who recently underwent surgery, and his wife, who has suffered a broken hip, are both recovering nicely at their home in Lexington, Ky. . . . Eric Erisson, manager of Paramount real estate, and Sidney Deneau, general sales manager, Continental Distributing, were recent Film Row visitors. . . . Frank L. Weitzel Booking Services is booking and buying for Lou Clemmer, owner, Cruise-In, Miamisburg, O., and for Ron Jefferies, owner, Grand, Roncerverte, W. Va. . . . Tri-State Theatre Services are booking and buying for Ralph H. Winkler, Cinema South, Dayton, O., and for the drive-in at Pineville, W. Va., for owner A. E. Baldwin. . . . The Emery, Reading, O., owned by F. Kidwell, has been closed, the building to be used for other purposes. . . . Preliminary explorations of the Palace as the Cincinnati RKO "International 70" are now going on, the remodeling scheduled to start in late spring.

COLUMBUS, O.

Neither snow, nor cold, nor sub-freezing temperatures stayed thousands of children and a goodly number of grownups from seeing Walt Disney's "The Sword in the Stone" on the first Sunday of its RKO Palace run here. More than 9000 patrons waited as long as two hours to get into the theatre. At one time, the line completely circled the block and met itself at the boxoffice—which produced a few arguments about which end of the line was which. Manager Ed McGlone said the line began forming at 8:30 a.m. for the 9 a.m. opening. . . . It is rumored that the closed-circuit telecast of the Indianapolis 500-mile auto race on Memorial Day, May 30, is being considered for showing at a local theatre. . . . Sandy Arter has been appointed an assistant on the Citizen-Journal theatre page. She is in charge of calendar listings, succeeding Eddie Colston, who has been reassigned to other editorial staff duties. . . . Bill Hayes, who is cast as Tom Tryon's brother in Otto Preminger's "The Cardinal," appeared as a singing star at the Maramor supper club here.

DALLAS

Underprivileged children were guests of the Dallas Variety Club at a special showing of "It's A Mad, Mad, Mad, Mad World" at the Capri. More than 1,000 children attended with transportation to the theatre and refreshments provided by Tent 17. As another part of the local Variety Week observance, the club hosted local press, television, and radio representatives. . . . Hollywood actress Jane Fonda is to be here on Feb. 25 and 26 to promote "Sunday in New York." Miss Fonda may make a personal appearance on stage of the Majestic. . . . Leonard Goldenson, president, American Broadcasting-Paramount Theatres, is scheduled to be a visitor in Dallas on March 5. He will be here for a meeting of the local chapters of the Cerebral Palsy Association of which he is national president. . . . Tim Stamps, local buyer and booker, Wallace Blankenship Theatres, was taken ill and confined to the Medical Arts Hospital. Stamps was later moved to the Baylor. . . . Jimmie A. Prichard, manager, Allied Artists, was married here to Frankie Smith at the Lovers' Lane Methodist Church. . . . Stathis Giallelis, the Greek actor who is in Elia Kazan's "America America," will pay Dallas a visit on a 15 city tour in behalf of the film. . . . Sympathy was being extended to Eddie Forester, Frontier Theatres, on the loss of his wife. . . . H. S. McMurry, manager, Evelyn and Prairie Drive-In, Dumas, Tex., was in the city recently to attend special screenings at Universal. He was accompanied by his wife. . . . Construction has been started by Lee-Kay Enterprises on the new 622 car capacity Park Plaza Drive-In, Irving. The drive-in was designed by Tom Parkinson, is under contract to Lee Fisher, and is expected to be completed by May 1. The screen tower will be 101 x 50 feet of steel construction and will be able to withstand winds up to 100 miles per hour. The concessions stand will be 30 x 70 feet in a two story brick structure. . . . Betty Schott was elected president of Local B53. Other officers include Leah Carter, vice-president; Howard Schriever, business agent; Jacques Walthal, financial secretary; Myrtle Kitts, recording secretary; Jane Frey, sergeant at arms; executive board members: Mary Preasley, Marie Dunn, Jane Frey, Josephine Barton, Nora Gay, Ruth Smith, and Jeraline Foster, and trustees Mary Preasley, Ruth Smith, and Mary Dunn. . . . Bob Callahan, local producer, has signed Gloria Grahame, 1952 Oscar winner, to co-star with Rory Calhoun in "Five Horsemen from Hell," which will be filmed in Dallas beginning March 1.

DENVER

Name of the Jet Drive-In, Truth or Consequences, New Mexico, has been changed by the new owner, W. H. McRae, to the Palms Drive-In. . . . Norman Nielsen, manager, Cooper, which is now showing MGM's "How the West Was Won" in its 48th week, reports that the gross has passed $800,000—an all-time record for the Mile High City. . . . Atlas Theatre Corp., which operates many suburban and one downtowner here and other houses in the state, has taken over the operation of the Webber here. Mrs. Tom Bailey has operated the house since her husband passed away several years ago. . . . Contest winners of a Rocky Mountain News essay contest were guests at lunch with Annette Funicello, star of "The Misadventures of Merlin Jones," which is skedded for early opening in Denver. . . . Columbia's district manager, Norman Jackter, has been in Denver this week. . . . Mrs. Ann Curtis, who formerly was associated with her husband, Fred, in the operation of the Teepee theatre and Rio Drive-In in Thermopolis, Wyo., recently died, according to information just received here. . . . Joe Stone, Dick Lutz, and Morton Dyksterhuis of National Theatre Supply were hosts at the monthly industry luncheon held at the Golden Ox Restaurant. . . . A publicity forum was held by Tom Carlile, unit publicity man for United Artists, following a screening of "To Russia With Love." . . . The Ute, Colorado Springs, has a new manager. He is Merle Gwinn, former RKO salesman and Nebraska theatre owner. Ute is one of the Cooper chain. . . . Embassy Pictures' "Zulu" was screened at the Centre here by Jules Needleman, district manager. . . . Jack Flemming, Atlas Theatres general manager, has been on an inspection trip of the theatres on the Western Slope. . . . John Dobson, United Artists branch manager, has been to Chicago for a meeting. . . . Tom Smiley, general manager of Wolfberg Theatres, has been enjoying a

The finest carbons ever made...

NATIONAL
TRADE MARK

PROJECTOR CARBONS

winter vacation. . . . Now that the State Legislature is in session, we hear on radio and read frequently about Harold McCormick, who represents his Canon City district and is also a well known theatre man of those parts.

DETROIT

The largest cash value giveaway ever staged in Michigan was accomplished by the Miracle Mile Drive-In during its recent two week run of "Charade." Manager Harry Schneider effected a tie-in with the Detroit Fred Astaire Dance Studio. Every night during the showing, each of the first 100 cars to attend was handed a certificate in the form of a "check" which entitled the bearer to three private lessons, one group lesson, and one party, in amount of $35. The total face value of the certificates added up to $49,000. Choice of 19 courses was given with the "Cha-Cha-Charade" featured. There was no obligation to take any courses involved. The dance studio advertised the movie attraction during the entire run. Schneider designed and had distributed 10,000 heralds advertising the stunt. He termed results of the engagement as "highly satisfactory," attributing the success in no little measure to the giveaways. . . . In Decatur, Mich., the Cosy has been purchased by Bob Wellman from former owner Jack Repp, and reopened. The buyers own Wellman's, next store to the house, a ladies' specialty shop. The Wellmans, in a unique flier, advertise not only the show but merchandise, announce a completely revamped annex, concession, and give the public "Wellman's pledge," wholesome family entertainment." This is the type of bill in which Clark Theatre Service of Detroit, buyers and bookers, have been concentrating on for outstate Michigan. Policy will be Friday through Sundays, with childrens' matinees Saturdays. Opening bill was "Incredible Journey" and "Yellowstone Cubs."

HOUSTON

Angel Infante, Mexican star, appeared at the Fiesta with his picture, "Tirando a Matar." . . . A preview was held here at the Eastwood of "Captain Newman, M.D.," with Eddie Albert, one of the stars of the film, as host to a group of local news and radio representatives in attendance. . . . As a highlight of the diamond anniversary, Loew's State was the scene of the world premiere of Universal's "The Brass Bottle" on Feb. 12, according to Homer McCallon, manager. Universal brought a crew here for the premiere activities, with George Bannan in charge of the festivities. Amike Vogel, member of the Universal publicity department, was here as the genie; Dick Fawn was the magician; and the dancing girls included Shelby Livingston, Hanni Landman, and Connie Warner. One of the features of the event was the appearance of The Magic Carpet, an air-jet propelled machine. . . . Charles Paine, managing director, Windsor Cinerama, has installed new lamp housings. They use carbon sticks 30 inches long, the ones previously used were 18 inches and each projector now burns up nine sticks per show. The 30 inch carbon sticks cost $1.43 each, while the old ones cost 55 cents each. The Windsor will soon install a machine that will be able to weld old carbon stubs together.

JACKSONVILLE

's Favorite Sport?

Seen at the recent world premiere of U's "Man's Favorite Sport?" at Florida States five theatre combination in Miami, Fla., at the Gables, Coral Gables, were, left to right, Harry Botwick, Florida State Theatres; star Paula Prentiss; Mayor and Mrs. Joseph Murphy; and Herman Kass, Universal executive in charge of national exploitation.

Walter Tremor, FST's city manager in St. Petersburg, returned to his post after attending FST home office conferences. . . . Marvin Schubert, Columbia salesman, drove to the Miami area for two weeks of business visits with south Florida exhibitors. . . . It is reported that the local Universal branch is leading all other domestic branches in the Hi Martin sales drive for the Jan. 1-June 30 period. . . . Scheduled for closing on Feb. 17 were two FST Negro-patronage houses, the Ace, Sarasota, and the Harlem, St. Petersburg. . . . W. J. Crockett has closed his Edray, Macclenny, for conversion into a feed store. . . . With the reactivation of the cashier department at Allied Artists, Joyce Malmborg has been named cashier; Dot Edrington has become secretary to branch manager Robert Bowers; and Jerry Wardlow has been shifted to the new department. . . . Doug Walker, manager, Meiselman's Town and Country, first-run operation in Arlington (across the St. Johns River from downtown Jacksonville), held an advance screening of "The Cardinal" for the Catholic clergy and sisterhoods of the St. Augustine diocese. During his recent run of "The Misadventures of Merlin Jones," Doug had three chimpanzees in the theatre lobby to entertain the crowds of children. . . . E. LaMar Sarra, vice-president and general counsel of Florida State Theatres, has been elected chairman of the important Continuing Educational Council of Florida. An attorney and former high school principal at Tampa, Sarra represents the Florida Bar Association on the Council, which is composed of representatives of 17 statewide organizations, plus the State Department of Education and leaders of the state's institutions of higher learning. . . . Tom Sawyer, FST booker, has been reelected president of the Motion Picture Charity Club for a second annual term. Other officers are John Tomlinson, independent booker, first vice-president; Harvey Garland, FST film buyer, second vice-president; B. D. Benton, Jacksonville Film Service, treasurer; and Charley King, AIP manager, secretary. Named to serve on the board of directors were Fred Mathis, Paramount manager; Carl Floyd, head of Floyd Theatres; W. A. McClure, Universal manager; Horace Denning, Dixie Drive-Ins supervisor; Ed McLaughlin, Columbia manager; Walter Powell, Kent Theatres executive; James Kirby, Floyd Theatres film buyer; William Baskin, FST booker; C. H. "Danny" Deaver, Meiselman Theatres supervisor; and Henry Harrell, 20th-Fox manager. . . . Judge May, Florida Times-Union film critic, heartily recommended two new attractions on local first-run screens to his readers. Of "Tom Jones," opening at Sheldon Mandell's Five Points, he said it has "the rare and enviable position of receiving both popular and critical acclaim." For "Seven Days in May," opening at FST's Center managed by Marty Shearn, May remarked that "the film is absorbing and at times almost unbearably tense."

Re-elected to vice-presidencies of the Greater Jacksonville Fair Association for 1964 were Harvey Garland, FST film buyer, and Horace Denning, Dixie Drive-In Theatres district supervisor. Oliver Mathews, Universal head booker and office manager, was named treasurer for another year. Elected directors were Robert Heekin, FST district supervisor; Tom Sawyer, FST booker; and Arvin K. Rothschild. All the above represent the Motion Picture Charity Club. Sawyer, who is president of the MPCC, gave a report to the Fair Ass'n on the progress made in developing a 10-acre park for handicaopped children off Fort Caroline Road. . . . Paula Prentiss came in for a crowded day of interviews and visits with newspapermen, radio, and television personalities in advance of the opening of "Man's Favorite Sport," in which she stars with Rock Hudson, at Sheldon Mandell's suburban Five Points. She also found time to visit W. A. "Bill" McClure and his staff at the Universal office. . . . Ellen Ruffner, 13, daughter of Herb Ruffner, Florida's assistant manager, and Mrs. Ruffner, is among the youngest entrants to be selected for competition in the annual Science Fair held here for high schoolers of scientific bent. Ellen's exhibit demonstrates the principles of motion picture projection. It consists of a 1,000-foot reel with cards taped to its outer edge. Powered by an old rewind machine, the cards flip around in much the same manner as the film frames in a motion picture projection machine.

MIAMI, FLA.

The world's first underwater world premiere took place 16 feet below the crystal-clear surface of Florida's famed Weeki Wachee Springs, with the showing of Warner Bros.' "The Incredible Mr. Limpet." Stars Don Knotts, Andrew Duggan, Jack Weston, and Carole Cook were on hand, as well as columnist Hedda Hopper, Arthur Godfrey, and a score of Warner Bros. and ABC-Paramount executives. The movie was preceded by the attraction's mermaid show. After this show, scuba-equipped technicians fastened the screen to hooks on the rocky bottom of the spring and secured the poles. Director Arthur Lubin took this opportunity to inform the audience that while the picture is in Technicolor, the water of the spring is so blue that some colors would not register true. Although this proved correct once the showing began, it was forgotten shortly afterward. The fish inhabiting the spring soon took up residence in front of the screen and hung suspended and transfixed or slid silently back and forth in seeming approval of their animated counterparts in the film. . . . Harold O. Freeburg is personnel director, Wometco Enterprises, Inc., stepping into the shoes of the late Bob Green. Freeburg is a former personnel director of the City of Miami Beach and Metro Dade County. He will be assisted by W. P. Packler and Miss Ethyl Gubernick. . . . Jack Mitchell, Wometco director of sales and promotion, is conducting a weekly managers' school for men both new to the industry and new to Wometco. The two-hour sessions encompass all phases of theatre operation and minutes of each meeting are being compiled into a manual for reference.

MEMPHIS

Better Films Council selected "A Ticklish Affair" as the best Family Movie of the Month for January. The best Adult Movie of the Month was "Move Over Darling," which the Council listed as "for adults only." The Council was guest of Plaza Theatre for its January meeting, which ended with a movie preview. . . . J. K. Jameson has closed the Ken, McCrory, Ark., and Joy, Bald Knob, Ark., for January and February, and plans for an early March opening. . . . Lavern J. Doiron reopened the Prairie, Prairie Du Rocher, Ill. . . . Loew's Palace is being redecorated. Instead of brown tones, this Cinerama house will have a color theme of flame red and white. The bas-relief Greek columns of the walls will be included in this gay theme, and the display boxes are to be black with red interiors. . . . J. E. Massie, retired and the former operator of Massie Theatres, a group of hard top houses and drive-ins in western North Carolina, visited his daughter, Mrs. Howard Choate, Memphis. Massie was enroute to his home in Waynesville, N. C., from the west coast where he visited Mrs. Eileen Mallay, another daughter. Mrs. Mallay is executive secretary of Pasadena Playhouse, and at one time operated a theatre in Sylva, N. C. . . . Edwin Howard, Press-Scimitar amusements editor, was among the 250 press, radio, and tv representatives in Weeki Wachee Springs, Fla., for the premiere of "The Incredible Mr. Limpet." He wrote: "I can tell you truthfully that movies are wetter than ever. Fantasy and whimsy are both hard to bring off on the screen, but I found myself swallowing the man-into-fish premise of this whimsical little fantasy hook, line, and sinker."

NEW HAVEN-HARTFORD

David Jacobson, operator, Warner, Torrington, has been named general business chairman of the heart fund drive, conducted by the northwestern Connecticut chapter of the American Heart Association through Feb. 29. . . . Warner Bros. has sold "America, America" away from downtown Hartford; the Elia Kazan production will have its Connecticut premiere Feb. 26 at the deluxe Perakos Elm, marking first time since the Elm became a first-run situation several years ago that Warners product has been made available. . . . Vandals broke into Seymour Levine's Lenox, Hartford, knocking the dial off an office safe and stealing $41 from a soft drink vending machine. House manager Sidney Eichelman found a note reading, "Maybe next time. From the boys you threw out last summer." . . . James Collins, Smith Management Company district manager, visited Alfred Alperin, Meadows Drive-In, Hartford. . . . Latest entertainment world "first": Both a first-run motion picture theatre (Loew's Poli, 2800 seats) and America's first over-the-air subscription tv outlet (WHCT-TV, channel 18), will offer the Feb. 25 Sonny Liston-Cassius Clay championship boxing bout. This situation hasn't occured since inception of Hartford pay-tv in May, 1962.

The Strand, Winsted, continues to stress its Saturday kiddie matinees; ads assert, "This theatre realizes that your children deserve special entertainment consideration. The movie programs presented each Saturday afternoon are always carefully selected." . . . Connecticut's newest motion picture venture—Ronald Edwards' production of "Fools Rush In"— begins location filming in downstate East Haddam March 1. Edwards has formed Aztec Productions to film "Fools Rush In" and three additional properties, all during 1964, in Connecticut locales. Twenty-eight-year-old Edwards, previously on major company production staffs, has commitments for European distribution and negotiations well under way for major American releases. Other three titles: "The Portraits," story of New England witchcraft; "Only the Fit Survive," described as a "New England western"; and "The Widow," slapstick comedy. Initial projects budget is upwards of $100,000. . . . Second hard-top and drive-in theatre day-and-date major attraction booking in metropolitan Hartford in as many weeks has been disclosed. The 1900-seat AB-PT Allyn is showing Universal's "Man's Favorite Sport?" beginning with the 2070-car capacity Smith Management Meadows Drive-In, marking another "first" for this major market. Previously announced was day-and-date booking of Paramount's "Love With the Proper Stranger" at the downtown 2800-seat Loew's Poli and the 900-car capacity Pike Drive-In. Heretofore, first-run downtown theatres have played product on an exclusive basis.

THE CARDINAL
ROMY SCHNEIDER
RAF VALLONE
"THE CARDINAL" NOW!

People on Coral Gables, Fla., "Miracle Mile" shopping street, certainly knew Columbia's "The Cardinal" was playing at the Miracle. The promoted truck is seen parked in front of the theatre.

NEW ORLEANS

The Alexander Smith Company held a two-day display of carpets at the Roosevelt Hotel . . . Bob Booby, Gulf States Theatres' booker, and Mr. and Mrs. W. E. Limmroth, Giddens and Rester Theatres, Mobile, Ala., attended Universal's screening of "Bedtime Story" and "The Chalk Garden" and luncheon for exhibitors in Dallas. . . . Alaine Delon was made an honorary citizen of New Orleans while making personal appearances here on behalf of MGM's "Any Number Can Win." . . . Page W. Baker, head, Theatre Owners Service Company, and recently elected chief barker of Variety Club Tent 45, was feted at a birthday celebration held at his office. . . . Larry Giessinger, son of WOMPI Imelda Giessinger, was married to Beverly Johnston at Our Lady of Good Council Church. . . . Sympathy is extended to Harry Graham, Joy Theatre projectionist, on the recent death of his wife. . . .Mrs. Edith Ann Long scheduled the reopening of the Parkway Drive-In, Winnfield, La., for March 29. . . . Roosevelt Marsaw reopened the Ace, Natchez, Miss., dark for some time.

Mrs. Gene Barnette, a member of WOMPI committee to revise by-laws, was in Atlanta for a two-day committee meeting. . . . Mrs. Marie C. Berglund, WOMPI president, appointed Mrs. Gene Barnette as chairman of the WOMPI nominating committee. Election of new officers and board will be in April at the monthly dinner-meeting. . . . Loew's State joined in the March of Dimes drive with Frank Henson, manager, organizing a free show in front of the theatre. . . . A. L. Royal Theatre Company has ceased operation of the Meridian Drive-In, Meridian, Miss., for the month of February. . . . Steve Formato, MGM salesman, has been moved from the Jacksonville exchange to the local branch. . . . Bob Broome acquired the Joy, Kaplan, La., by purchase from Joy Theatres. . . . Don Kay, president, Don Kay Enterprises, Inc., flew to Dallas for the funeral of Don Walton, father of Jack Walton, Dallas branch manager for the company. . . . Mrs. Katie Di Giovanni, manager, Grand, is recovering from shock and injuries received in an automobile accident. . . . Joe Williams, former Film Row staffer, more than 25 years with National Screen Service in the shipping department, is now employed outside the industry. . . . E. E. Shinn, Paramount salesman, is well on the way to recovery from surgery at Oschner Clinic.

PHILADELPHIA

Ralph W. Pries, second international chief barker, is currently heading the membership drive being sponsored by Variety Club International; and Tent 13 wants to extend its utmost cooperation to him by increasing the membership in the tent. Maxwell Gillis is chairman of the local membership committee. . . . Bernie Brooks, formerly with the local Stanley Warner Theatres, is reported on his honeymoon in Hawaii. . . . Independent distributor Jack Jaslow was still on the sick list.

ST. LOUIS

Miss Harriet Sherman Kittenhofen, daughter of Mr. and Mrs. Kenneth F. Kittenhofen, Tucson, Ariz., was married to Ronald Paul Krueger, president of the Fred Wehrenberg Circuit, son of Mrs. Paul L. Krueger and the late Paul L. Krueger. The couple were wed in St. Andrew's Presbyterian Church, Tucson. They are currently honeymooning in Acapulco, Mexico, and will return to St. Louis Feb. 16. . . . Marcella DeVinney, Buena Vista, was the hostess at a stork shower for Mrs. Joyce Goldenberg, Buena Vista, and Mrs. Pauline Wrozier, Paramount. Mrs. Goldenberg is leaving Buena Vista to join her husband who is in the Air Force in Biloxi, Miss.

SALT LAKE CITY

The legit attractions, "The Sound of Music" and "How To Succeed In Business Without Really Trying," have been booked for the Capitol in March. . . . "Irma La Douce" played 33 weeks at the Towne. . . . Cinerama's "South Seas Adventure" wound up a five-week showing at the Villa, Sugarhouse, suburb of Salt Lake, and was followed by "It's A Mad, Mad, Mad, Mad World." . . . Judy Canova and her Hollywood Varieties appeared at the Skyline High, and Victor Jory returned to this city in "The Best Man," which played at the Pioneer Memorial Theatre. The University of Utah Theatre Guild honored him at a celebrity luncheon.

WANTED:

MULTIPLE OPERATIONS GENERAL MANAGER

Philadelphia area, heavy drive-in experience. All-around top man. Immediate 52 week employment. $200 weekly salary plus bonus and stock options.

NORTHEASTERN THEATRE MANAGEMENT CORP.
251 N. 13th St., Phila., Pa. 19107—LO 3-5827

SAN ANTONIO

Lee Lynch, manager, Towne Twin Drive-In, booked disc jockey Ricci Ware of KTSA for an appearance. . . . After Otto Preminger, producer-director, discussed "The Cardinal" on "Hollywood and the Stars" over the NBC-TV network, more than 50 telephone calls were received by Eric Brendler, manager, Broadway, where the film is currently being shown. The next day more than 100 telephone calls were received. The film is now being held over for an eighth week at the Broadway. . . . H. S. McMurry, manager, Evelyn and Prairie Drive-In, Dumas, Tex., was a visitor here. . . . Norman Schwartz, manager, downtown Aztec, has begun a program of renovating the outside marquee and the Aztec overhead sign. . . . Eric Brendler, manager, Broadway, broke his arm in a fall at his home and is unable to perform his duties at the Broadway. Among the things he lists that he is unable to do is to count money, sell tickets, use the typewriter, and sell hot dogs or popcorn at the snack bar. . . . Hollywood cowboy star Rex Allen is currently appearing at the San Antonio Stock Show and Rodeo at the Joe Freeman Coliseum. . . . Estes Bergumy, operator, New Home, Ropesville, Tex., reported that the theatre was destroyed by a fire. A group of youngsters had set fire to a trashpile near the quonset hut theatre, which spread under the building and up through the partitions. Part of the loss was covered by insurance. The New Home was operated only during the summer, and Bergumy may rebuild in time for a reopening this summer. . . . The Pershing, El Paso, Tex., managed by Macim Miledi, staged a cartoon carnival in cooperation with the Dental Health Association. The showing for youngsters was a part of the observance of Children's Dental Health Week. The only admission requirement was that the youngster brush his or her teeth before attending. . . . A. W. Walker is doing his own buying and booking for the Palace, Cisco, Tex., where he also owns the Joy Drive-In, which is closed for the season. . . . H. S. McMurry, manager, Evelyn and Prairie Drive-In, Dumas, Tex., was named "Citizen of the Year" and honored at a banquet by the Chamber of Commerce. . . . Duane Thomas, assistant manager, Buena Vista Drive-In, Borger, Tex., is recovering from injuries received in a car accident.

Publicist Hal Marshall is seen addressing the recent 20th-Fox seminar on "Cleopatra" and "What A Way To Go" at the Vine Street Screening Room, Philadelphia, which was held before an S.R.O. crowd despite a near blizzard. See editorial in this issue.

Gerald Ashford, amusement editor for the San Antonio Evening News, has received an answer from E. D. Martin, Martin Theatre, the chain with headquarters in Columbus, Ga., which announced plans to build a string of Cinerama theatres in various places about 18 months ago. The inquiry was as to the status of the unfinished Cinerama Theatre which was begun here. According to Martin: "We regretted having to abandon our Cinerama theatre plans for San Antonio due to the position taken by Cinerama and the local operators' union. Their position made a strictly Cinerama theatre in San Antonio impractical. We have not totally abandoned the idea of a theatre on our property and have the project in abeyance." Presumably, this means that both the union and the Cinerama company wanted too much money. It should also be noted that the small number of Cinerama features available makes it necessary to run each one for at least six months, and there may have been some doubt whether the San Antonio area would provide enough revenue on that basis, when even the regular theatres are not doing too well. . . . Augustin Lara, one of Mexico's foremost composers, was honored by representatives of the city, the San Antonio Chamber of Commerce, and the Hemis Fair during his appearance at the Alameda.

SEATTLE

Film Row was saddened by the news of the sudden death in Portland of Charles Powers, who had been affiliated with the industry for many years. Indicative of the high esteem in which he was held, over 250 persons attended the funeral. From Seattle, a few of the many who went down for the services included Bud Saffle, John Kent, James B. Mooney, James Beale, Bob Hazard, Neal Walton, Ed Cruea, and Dwight Spracher. . . . Richard Anderson, formerly associated with University Properties, has joined Sterling Theatres as property manager. . . . Helen York, 20th-Fox publicist, was here for a branch meeting relative to special advertising and promotion of "Cleopatra" and "What a Way to Go." Seattle branch manager Carl Handsaker accompanied her to Portland in regard to a promotion campaign in that territory. . . . Sammy Siegel, Columbia exploiteer, was in Seattle for a few days working on "The Victors," opening Feb. 19 at the Paramount. . . . Ed Crues has been transferred to head the San Francisco Allied Artists exchange, replacing the retiring Jim Myers. Gordon Wallinger has been named Seattle branch manager, with Kenneth Snyder added to the staff to fill Wallinger's former spot in sales and booking. . . . Don Farrar has moved up from San Francisco to fill a booking spot at Metro. . . . Sterling Theatres are getting ready to open the new driving range portion March 17 in the new Sterling Golf Park, located on the former World's Fair parking lot in the Interbay district. . . . March 4 will be the opening date in Seattle and Spokane for th long-awaited "Cleopatra." This will be th new "shortened" version of the film, running just over three hours, as compared to the four-hour version that has been playing in Portland and Vancouver, B.C. The announcement was made upon completion of negotiations by Oscar Myberg, director of Evergreen Theatres, and Carl Hensaker, Seattle branch manager for 20th-Fox.

SW's Ribnitzki Retires

WASHINGTON — Filmdom attended the retirement get-together for Louis Ribnitzki, buyer for Stanley Warner Theatres in the Washington area.

"Rip," as he is familiarly known in the trade, started with the organization in 1928 as booker. In 1948, he became head buyer.

Frank J. Damis, zone manager of the Washington-Philadelphia zone and vice-president of Stanley Warner Theatres, extended good wishes to "Rip" and presented a gift from those in attendance.

Filmdom was represented by Sam Galanty and Ben Caplon, Columbia; Otto Ebert, MGM; Joe Gins and Maynard Madden, Altura Films; Sheperd Bloom, 20th Century-Fox; Jerome Sandy, American International; Robert Folliard, Continental Distributing; Sheldon Tromberg, Boxoffice Attractions; Ed Bigley, United Artists; Ben Bache, Warner Bros.; Sam Wheeler, Wheeler Films; Ted Krassner, Paramount; Joe Brecheen, Buena Vista; Alex Schimmel, Universal-International. "Rip's" associates attending were Charles V. Grimes, Jack Brodsky, A. J. Brylawski, Frank LaFalce, Rodney Collier, James Root, J. Merle Lewis, and E. N. Read. Others included George Fishman, George Crouch, and Don King.

M. Levine Joins Embassy

BOSTON—Maurice P. Levine has become associated with Embassy Pictures, as special assistant to Joe Wolf, New England division manager.

Levine, brother of Joseph E. Levine, president of Embassy Pictures, will work out of this office. Embassy's Boston branch services the Albany, Boston, Buffalo, and New Haven exchange areas.

CLARK
TRANSFER
INC.

829 N. 29th St.
Philadelphia, Pa. 19130
CEnter 2-3100

1638 Third St., N.E.
Washington, D. C. 20002
DUpont 7-7200

PROGRESSIVE ELECTRIC
CONSTRUCTION CO. INC.
240 N. 13th ST. • PHILADELPHIA 7, PA.
Theatre Installations
and Maintenance

REVIEWS

The famous pink paper SAVEABLE SECTION in which Experienced Trade Analysts evaluate coming product

MOTION PICTURE
EXHIBITOR
SHOWMEN'S TRADE REVIEW

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 26 year old service is both numerically more complete, and informatively more candid, than any similar trade analysis. Cumulatively numbered by film seasons (September to September). It is recommended that readers consecutively save all REVIEWS section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

Combined the every second week, yellow paper SERVISECTION indexes to the past 12 months' product, and the alternating every second week pink paper REVIEWS, represent a unique informative service to theatremen.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.

SECTION TWO
Vol. 71, No. 6 FEBRUARY 19, 1964

AMERICAN-INT.

Dementia 13

MELODRAMA
81M.

American International
(Made in Ireland)

ESTIMATE: Horror for the duallers.

CAST: William Campbell, Luana Anders, Bart Patton, Mary Mitchel, Patrick MaGee, Ethne Dunn, Peter Read, Karl Schanzer, Ron Perry, Derry O'Donovan, Barbara Dowling. Produced by Roger Corman; written and directed by Francis Coppola.

STORY: When the husband of Luana Anders dies of a heart attack, she pushes his body into an Irish lake and conceals his death, fearing that her husband's wealthy mother, Ethne Dunn, will cut her out of the will. Dunn heads a strange family, including sons William Campbell and Bart Patton, and all cling morosely to the memory of a dead sister, who drowned years before. Violence sweeps the wierd castle as Anders is killed, and Dr. Patrick MaGee at last uncovers Patton as the psychopath responsible for the terror. Years before, he had been instrumental in the drowning of his sister, and remorse had driven him mad.

X-RAY: This is really relatively mild horror stuff, with an occasional grisly thrill to satisfy those who like their entertainment mixed with gore. There is a rather pointless psychological prologue thrown in as a gimmick to add to the fright, but it is totally unnecessary except as a possible source of additional exploitation. All in all, performances, direction, and production credits are adequate at best, and the entry shapes up as horror for the duallers. The easy to please won't object, and that is really all that matters.

AD LINES: "Are You Afraid? Take The D-13 Test . . . If You Fail, You Will Be Asked To Leave The Theatre;" "Horrifying Experience . . . Which One Is The Insane Killer?"

UNIVERSAL

The Brass Bottle

COMEDY
89M.

Universal
(Color)

ESTIMATE: Lightweight, fun-filled entry.

CAST: Tony Randall, Burl Ives, Barbara Eden, Edward Andrews, Ann Doran, Kamala Devi, Lulu Porter. Philip Ober, Parley Baer, Richard Erdman, Kathy Browne. Produced by Robert Arthur; directed by Harry Keller.

STORY: Architect Tony Randall is not appreciated by his boss, Philip Ober, nor by the father of his girl, Barbara Eden, professor Edward Andrews. One day he buys an old brass bottle at an auction and decides to convert it into a lamp. When he breaks the steel, a genie, Burl Ives, emerges and offers to do anything for Randall for having set him free after centuries of imprisonment. Randall thinks it's a gag and tries to forget it until one of the area's largest builders Parley Baer shows up and asks Randall to take over the building of a vast development. Ives takes the credit, and Randall begins to believe. Ives tries to help in other ways as well, including changing Andrews' opinion of him, but a sultan-type dinner with dancing girls and all the trimmings widens the chasm between the two as even Eden becomes upset. Ives tries to interest Randall in another girl recalled from a harem, but Randall wants to stick to Eden. A number of other tricks puts Randall in trouble with local, state, and Federal officials, and he sees he is only sinking deeper and deeper. He begs Ives to desist. Ives agrees, whereupon everyone will forget the immediate past. At this point, Baer shows up again with a new partner, Ives, and asks Randall to take over the building of his development. The future looks bright now, even without magic, for both romance and business.

X-RAY: A sneak preview audience seemed to enjoy the magic, fantasy, and fun of a genie in the world of today, and the entry looks like it could entertain all types of audiences and emerge as a good addition to the show. The performances are bright, and direction and production are capable, with a special bow in the direction of the special effects. The use of color is another asset. Oscar. Brodney gets screenplay credit.

AD LINES: "A Brass Bottle Provides Magical Fun For Everyone;" "A Magical Fun Fest Guaranteed To Chase Everyone's Blues Away."

Hide And Seek

MELODRAMA
90 M.

Universal
(English-made)

ESTIMATE: Okay programmer.

CAST: Ian Carmichael, Janet Munro, Curt Jurgens, George Pravda, Kieron Moore, Hugh Griffith, Derek Tansley, Richard Butler, Hudy Parfitt, Robert Moore, Michael Segal, Brian Alexis. Executive producer, Hal E. Chester; associate producer, Robert Foshko; directed by Cy Endfield.

STORY: Professor Ian Carmichael, who is involved in some top secret government work, meets an old friend from behind the Iron Curtain, George Pravda, during a championship chess match. He senses that he might be in some trouble, but Pravda disappears before he can talk to him. Carmichael tries to find him, and a clue leads him to Janet Munro, who agrees to take him to Pravda. When they are trailed by suspicious looking characters, they evade their pursuers, encountering varied adventures. During the time spent together, they fall in love. Eventually, they wind up in the hands of Curt Jurgens, who has agreed to kidnap Carmichael and send him behind the Iron Curtain. Munro, who has been involved with Jurgens, turns on the latter and helps Carmichael escape, foiling the would-be kidnappers.

X-RAY: There are some moments of suspense to be found in this imported meller that holds interest fairly well. The cast performs adequately, and direction and production are average. It should do okay as a supporting feature on the program. The screenplay is by David Stone, based on a story by Harold Greene.

AD LINES: "He Gets Involved In A Chess Game That Could Mean Life Or Death;" "An Espionage Thriller Involving A Famous Scientist."

NOTICE

In order to bring reviews to readers as soon as possible, the REVIEWS section of MOTION PICTURE EXHIBITOR has been expanded to eight pages this issue. In it will be found reviews of 25 feature pictures. There is no EXPLOITATION Section this week.

THE EDITORS

WARNERS

Dr. Crippen

DRAMA
98M.

Warners
(English-made)

ESTIMATE: Fair import.

CAST: Donald Pleasance, Coral Browne, Samantha Eggar, Sir Donald Wolfit, Geoffrey Toone, Oliver Johnstone, Edward Ogden, and guest star James Robertson Justice. Produced by John Clein; directed by Robert Lynn.

STORY: Back in 1910, Donald Pleasance and his girl friend, Samantha Eggar, go on trial in England for the murder of his wife. The events to that time are recalled when the wife, Coral Browne, made life miserable for him with her damands for sex, her playing around with other men, her coarseness and vulgarity, etc. On the other hand, the relationship with his office typist Eggar was filled with romance and things beautiful. She wanted him on any terms, even if it meant living together without the benefit of marriage. Pleasance gives Browne an overdose of a durg, and she disappears, ostensibly having taken a trip to America. Pleasance persuades Eggar to go away with him dressed as a boy to foil inquiring police, but shipboard captain James Robertson Justice isn't fooled, and wireless inquiries reveal that Pleasance is wanted by the police, who discovered the remains of Browne. They are brought back to stand trial. The jury convicts Pleasance but lets Eggar go free. As he goes to his hanging, he still protests that he is not guilty of murder but that Browne's death was accidental.

X-RAY: Based on an old-time murder case that aroused controversy back in 1910, this entry holds interest as it unfolds in a factual manner, and at the conclusion, audiences will feel free to make up their minds whether or not he should have been convicted. Some of the language and situations would make the film more suitable for mature audiences rather than the very young. The cast is efficient, and direction and production are good. It could do okay as part of the show. Some exploitation and selling could help. Leigh Vance wrote the screenplay.

Ad Lines: "A Murder Thriller For Mature Audiences"; "Guilty Or Not Guilty? You Be The Judge At This Murder Thriller."

MISCELLANEOUS

Beauty And The Body

Novelty
70M.

Manson Dist. Corp.
(Eastman Color)

Estimate: Okay program filler.

Cast: Kip Behar, Judy Miller. Produced and directed by Paul Mart.

Story: Muscle man Kip Behar meets Judy Miller on the beach. They go on a whirl of California and Mexican amusement spots, taking in the ice capades, a rodeo, the Rose Bowl parade, a beauty contest, an amusement park, a wax museum, Les Poupees De Paris in a night club, surf-boarding, bull fights in the Tijuana bull ring, jai alai, sky divers, etc. They wind up back on the beach after learning that they are both California natives, and not vacationers as they claimed.

X-Ray: This hodge podge, although having a sexy sounding title, is absolutely clean and should prove okay filler for augmenting the program. The color photography is good, and the fast moving assembly of shots are interesting, although the subject matter seems a trifle stretched. No one will be disappointed once they get to see this, except audiences in the fast-buck nudie exploitation spots, who might be misled.

Ad Lines: "A Thrilling Experience In The World Of Beauty and Adventure;" "A Film Bound To Be Talked About."

Bunny Yeager's Nude Las Vegas

Novelty
69M.

Cinema Syndicate, Inc.
(Eastman Color)

Estimate: Fair nudie novelty for fast-buck spots.

Cast: Bunny Yeager, Bud Irwin, Peggy Pepper, Maurice McEndree, Al Ruban, and show-girls of Las Vegas. Produced and directed by Barry Mahon.

Story: Bunny Yeager, one of the foremost photographers of nudes, decides to take a vacation with her husband in Las Vegas. She meets one of her former models from Miami, who tells her she has lost the expense money her husband had given her and that she must replace it before the husband arrives. Yeager gets an assignment from a magazine to do a lay-out on Las Vegas featuring the girl friend as the main attraction. After a race against time, the job is completed and the money replaced.

X-Ray: Due to the excellent Eastman Color photography and the presence of the nude figure models, this second feature with Bunny Yeager (see "Bunny Yeager's Nude Camera") should do okay in the exploitation spots, where the fast buck operators can get away with it. There is nothing offensive about the subject, which would, perhaps, be more interesting were the Las Vegas location shots less familiar. The story is nothing more than a peg for photographing of the nude models.

Ad Lines: "See Fun Town, U.S.A."; "Natural Beauty Glorified."

The Crawling Hand

Melodrama
89M.

Hansen Enterprises

Estimate: Fair dualler.

Cast: Peter Breck, Kent Taylor, Rod Lauren, Alan Hale, Allison Hayes, Sirry Steffen, Arline Judge, Richard Arlen. Produced by Joseph F. Robertson; directed by Herbert L. Strock.

Story: College student Rod Lauren finds the dismembered hand of an astronaut on a beach. He takes it to his rooming house and hides it. It comes to life and strangles landlady Arline Judge. Lauren calls sheriff Alan Hale. The hand next attacks Lauren and chokes him into unconsciousness. Scientists Peter Breck and Kent Taylor learn it was the dead astronaut's finger prints on Judge's body, and hit upon the theory that elements needed for a new being—a life which could literally ooze into a human—may be responsible. Lauren begins to bear the effects of a terrifying transformation and is possessed by the weird space-life. Possessed, he tries to kill Breck and Taylor, and also his girl friend, Sirry Steffen. He traps the hand in his car trunk and races off, pursued by Hale. The hand manages to get free and again attacks Lauren, but he is saved by Hale. Lauren is assured by Breck and Taylor that the menace will not possess or torment him again. However, curious guards, accompanying a locked box to Washington, open it to discover its secret which is, of course, the crawling hand.

X-Ray: This horror meller starts off like a science fiction thriller, but soon develops into a teen-age action picture with science fiction overtones. There are several moments of suspense and terror, and the production, direction, and acting, as well as the technical effects, are all adequate. The surprise ending is an asset. The story is by Robert Young and Joseph Granston. This should do as part of a double bill. There is plenty of action.

Ad Lines: "A Jolting Horror Experience"; "Suspense Shocker Of The Year."

The Glass Cage

Melodrama
84M.

Futuramic

Estimate: For the lower half.

Cast: John Hoyt, Arline Sax, Robert Kelljan, King Moody, Elisha Cook. Produced by Paul Lewis; directed by Antonio Santean.

Story: Robert Kelljan, detective, defies the advice of his superior, John Hoyt, and becomes emotionally involved with Arline Sax, innocent girl released on a charge of justifiable homicide after she had killed a prowler with a gun. Her dominating elder sister, also played by Sax, has disappeared. The young girl is afraid of her father, Elisha Cook; and is threatened by beatnik artist neighbor King Moody. Terrified, she finally falls in a bear pit at the zoo. Kelljan is instrumental in her rescue and it looks like a happy ending.

X-Ray: This effort has its moments, with passable performances by the cast, and story by Hoyt and Santean, but it goes off on a jumble of montage-like photography near the ending, which is confusing and leaves much to be desired. Terror and suspense are tried for, but hardly achieved. This will get by as filler for the lower half.

Ad Lines: "She Reached Out For Her First Love—And Plunged Into Screaming Hell"; "Untouched, Innocent, Why Was She Plunged Into A Living Nightmare?"

Psychomania

Melodrama
90M.

Victoria Films

Estimate: Fair exploitable mystery effort.

Cast: Lee Philips, Sheppard Strudwick, Jean Hale, Lorraine Rogers, Margot Hartman, Kaye Elhardt, James Farentino, Richard Van Patten, Sheila Forbes, Sylvia Miles, Day Tuttle, Mike Keene, Mike O'Dowd. Produced by Del Tenney; directed by Richard L. Hilliard.

Story: Kaye Elhardt, model who poses in the nude for war hero and portrait painter Lee Philips, who has been left wealthy by the death of his father, makes a play for him which he ignores. This arouses the jealousy of former boy friend James Farentino. When Elhardt is found dead, Farentino manufactures an alibi, and the finger points to Philips. His lawyer, Sheppard Strudwick, gets him out of custody. When a college girl on a nearby campus is killed, Philips agains seems involved through circumstance. At about this time, his half sister, Margot Hartman, arrives for a visit, and it's apparent that she is attached to Philips. He also gets to know Jean Hale, a girl on a neighboring farm, and this begins to look like romance. When an attempt is made to kill Hale, Philips arrives in time to save her and unmask the real killer, Hartman, who wanted Philips for herself.

X-Ray: Film makers Tenney and Hilliard deserve credit for a good try. The result, however, is a bit forced and rough around some of the edges, and some of the scenes selling sex are obvious exploitable angles. Because of some of the near-nude scenes and overly romantic sessions, frank dialogue, etc., the film is not suited for the very young. The cast members are adequate, with Philips, Strudwick, and Hale coming off best. Direction and production are fair. The screenplay is by Robin Miller.

Ad Lines: "A Murderer Stalks The Campus Of A Girls' College"; "Girls With One Thing On Their Mind Wind Up Dead Or In Trouble."

The Slime People

Melodrama
60M.

Hansen Enterprise

Estimate: Filler for the duallers.

Cast: Robert Hutton, Les Tremayne, Robert Burton, Judee Morton, William Boyce, Susan Hart, John Close. Produced by Joseph F. Robertson; directed by Robert Hutton.

Story: Up from the bowels of the earth come the huge, scaly, prehistoric monsters —the slime people, disturbed by nuclear tests. They kill with caveman spears; create a dome of fog above the city; and attempt to lower the temperature. Trapped are aviator Robert Hutton; professor Robert Burton; his daughter, Susan Hart; Judee Morton; Les Tremayne; and William Boyce. They band together against the attacking monsters. Hutton learns that they can only be killed by their own spears; and the professor finally hits upon a chemical which turns the fog into vapor. The slime people cannot survive in the normal temperature and are annihilated.

X-Ray: Never believable, this attempted horror film will only do as filler for the lower half. Most of the action takes place in a dense fog, but the trouble is that you can still see the picture through the fog. The slime people monsters are rather cute, and it seems a shame that they were disturbed after living for centuries in the slimy regions of the earth. This is action all the way. It has been economically produced, and there is hardly anything distinguished about it. Screenplay is credited to Vance Skarstedt.

Ad Lines: "They Came Up From The Bowels Of The Earth"; "Terrifying Thrills As 'The Slime People' Rise To Kill!"

Stark Fear

Melodrama
86M.

Ellis Films

Estimate: Spotty effort on an ugly subject.

Cast: Beverly Garland, Skip Homeier, Kenneth Tobey, Hannah Stone, George Clow. Produced by Joe E. Burke, Ned Hockman, Dwight V. Swain; directed by Ned Hockman.

Story: Beverly Garland is the victim of an abusive, hate-warped husband, Skip Homeier. Though Homeier is given to jealous rages and abandons her when she is forced to take a job with Kenneth Tobey to clear off some of their bills, her sense of duty prevents her from deserting him for the sake of her own happiness. Her search for her husband leads her to his birthplace, a scrawny Texas town where she is raped by her husband's friend, a lecherous drunkard. To forget the harrowing experience, she resumes working for Tobey, who lost out to her husband in a business deal years before. She falls in love with Tobey, but cannot bring herself to divorce Homeier. Even after she discovers that he has divorced her and he makes an attempt on her life, she is still reluctant to give up. Finally, she learns through her friend, Hannah Stone, that Homeier was in the cemetery while she was being molested by his "best friend." The discovery restores her own sense of values, and she realizes just how sick he actually is. She joins Tobey and they begin a new life together in Mexico.

X-Ray: Though exploitable, this entry should be cited for missing the mark on several counts. For one thing, its theme of psychopathic sadism does not yield anything but the most surface insights into the characters. Homeier, Garland, and Tobey manage to rise above a poorly drafted script and save the film from becoming the out and out sudser it deserved to be. Garland's own selflessness in the face of her husband's bizarre behavior is barely acceptable, though some handy lay analysis by a social worker friend is used to create the impression that the wife is just as sick as her husband for putting up with him. Garland's playing, however, defines her as sane. In the end, one can only regard the puzzling and incomplete story in the light of artistic failure.

Ad Lines: "It's A Shocker"; "Psycho-Shocker With a New Twist."

The Wacky Playboy

Comedy
63M.

(Futuramic)

Estimate: Feeble semi-nude attempt.

Cast: Tommy Raft, no other credits available.

Story: Shy Tommy Raft will inherit millions if he is married by a specified time. With the aid of his secretary pal six luscious girls are rounded up and spend a week-end at the ranch. Raft ogles them through a telescope, through secret panels in closet doors, etc., as they ineptly perform various tasks in stages of undress, disport themselves swimming in brief bikinis, and go horseback riding in close-fittings levis. None pass the test, but a tall cowgirl from Texas arrives at the 11th hour and evidently fills the bill.

X-Ray: This forced, un-funny comedy attempt offers little or nothing aside from the attractive girls seen in various stages of undress. Burlesque comic Tommy Raft overacts, while most of the attempted gags fall flat and do not engender the desired laughs. Everything about the effort seems amateurish, with the end result being a pretty terrible something to pad out running time in exploitation fast buck spots. Although the print caught evidently was pre-censored, some of this is still in poor taste.

Ad Lines: "Gags, Gals, Games!" "Sex Can Be A Funny Proposition."

DO SAVE . . . pink REVIEWS

They provide a permanent evaluation of all features as caught by our skilled reviewers. Pages are cumulatively numbered and indexed, and punched for a standard ring binder. Establish your seasonal set.

FOREIGN

Alone Against Rome

Melodrama
100M.

Medallion
(Totalscope) (Technicolor)
(Italian-made) (Dubbed in English)

Estimate: Elaborate Italian-made spectacle.

Cast: Rossana Podesta, Jeffries Lang, Philippe Leroy, Gabrial Tinti, Lucian Angelillo. Produced by Mario Vicaro; directed by Herbert Wise. An Atlantica production.

Story: The love affair of Rossana Podesta and Jeffries Lang is shattered by the Roman invaders under captain Philip Leroy. She is held as a hostage and begs Leroy to spare the life of Lang who misunderstands her sacrifice and organizes a revolt from the dungeon. This infuriates Leroy, who in order to put an end to Lang organizes a series of brutal games in the arena, using the occasion to honor his returning general. Podesta is forced to witness this, but Lang overcomes his assailants and asks the general for permission to challenge Leroy to personal and mortal combat. Knowing by this time of Leroy's cruel occupation, the general agrees. Lang emerges victorious, and the lovers are rejoined as the populace cheers.

X-Ray: This elaborate Italian-made spectacle of the days when Rome was young has been produced on a truly grand scale with a competent cast of principals and hundreds of extras. The arena scenes are particularly brilliant. The wide screen and color enhances things, while the dubbing is a good job. This is based on the novel, "The Gladiator," by Gasted Green. There is action in plenty and this can fill the bill almost anywhere.

Ad Lines: "She Sacrificed All To Keep Her Lover Alive"; "He Fought For His Love Against The Might Of Rome!"

And Suddenly It's Murder

Comedy
90M.

Royal Films International
(Italian-made)
(English titles and dialogue)
(CinemaScope)

Estimate: Amusing import.

Cast: Alberto Sordi, Dorian Gray, Vittorio Gassman, Silvana Mangano, Nino Manfredi, Franca Valeri, Bernard Blier, Georges Riviere. Produced by Dino De Laurentiis; directed by Mario Camerini.

Story: Three Italian married couples head for Monte Carlo for various reasons. Alberto Sordi and Dorian Gray are going for a holiday, and while he has been told to stay away from the gaming tables, he cannot resist the lure. Gray takes things in stride and accepts some romantic overtures from Georges Riviere. Vittorio Gassman and Silvana Mangano are hairdressers, who have been dreaming someday of opening their own shop. They hope to win enough at the gaming tables to do so, especially with the system devised by Gassman. Nino Manfredi and Franca Valeri are poor; and the only reason they are aboard the train is to return a valuable dog belonging to a wealthy woman living in Monte Carlo and to collect the large reward. They find the woman murdered, and all three couples become involved in the investigation conducted by inspector Bernard Blier. The burden of guilt is shifted from one to the other in Blier's investigation, but at the conclusion, it turns out that the butler and housekeeper, man and wife, did it. The three couples are relieved and head for home. Enroute, when another mystery is unveiled on the train, they are not adverse to becoming involved once again.

X-Ray: There are some laughs to be found here, but the tale is a bit on the long side and some of the suspense is lost as a result. Art house audiences will generally appreciate the cast and the entry with its adequate performances and suitable direction and production. Incidentally, the "names" may be an added selling factor as far as these audiences are concerned.

Ad Lines: "A Funny Mystery Thriller In Monte Carlo"; "Sordi . . . Gassman . . . Manfredi . . . Blier . . . Mangano Combine Their Talents For The Fun Mystery of the Year."

Bandits On The Wind

Melodrama
113M.

Toho
(Tohoscope)
(Japanese-made)
(English titles)

Estimate: Entertaining Japanese western.

Cast: Yosuke Natsuki, Makoto Sato, Izumi Yukimura, Somegoro Ichikawa, Eiko Wakabayashi, Chishu Ryu. Executive producer, Tomoyuki Tanaka; directed by Hiroshi Inagaki.

Story: Back in the 15th century in Japan with feudal wars in progress, political corruption, misery, and poverty, there is a band of outlaws who make their way across the countryside killing and robbing under the leadership of Yosuke Natsuki. When they have amassed a sizable fortune, they divide up the spoils and decide to take things easy for a while. They have heard much of a village where everything is sweetness and light and where the girls are pretty. They find it a desolate wasteland with its people starving. They raid a food market in another town, return to feed well, and then give the surplus to the villagers. A priest notices a banner which is part of their accumulated loot, and he assumes that they are part of the clan that used to rule the area, a belief that is not dispelled. Natsuki learns that some of the young men of the village are held as prisoner slaves in a nearby castle awaiting an attack by another clan. A plan is worked out which gets the men back. The winning clan fears that the bandits may make trouble, and they are ordered eliminated, much to the regret of the villagers who came to love their rough and tough saviors.

X-Ray: A medieval western is this entry that contains a goodly amount of action and drama as well as interesting atmosphere. The setting is a different one for this type of attraction, and art house audiences may like the switch from the accepted fare. The acting is expressive according to the custom of the day, and direction and production are good. The screenplay is by Masato Ide.

Ad Lines: "A Band of Outlaws With A Heart Of Gold"; "They Were Driven By Greed And The Lust For Power."

The Break

Melodrama
80M.

Union Films
(English-made)

Estimate: Fast-moving import.

Cast: Tony Britton, William Lucas, Eddie Byrne, Robert Urquhart, Sonia Dresdel, Edwin Richfield, Gener Anderson, Christina Gregg. Produced by Tom Blakeley; directed by Lance Comfort.

Story: A prisoner, William Lucas, travelling by train makes his escape after killing one of his guards and flees to a remote guest house in the English moors. Later, three others arrive at Devon moors: Tony Britton, an author; Robert Urquhart, a plainclothesman trailing the escaped convict; and Christina Gregg, sister of the convict-murderer. She has come to meet her brother and flee England with the help of the inn owner, Eddie Byrne. This escape is to be made via barge, since Byrne has a lime quarry next to his farm and exports sacks of it to France via barge. Urquhart, who was hired by the

TIME TESTED FORMS and SYSTEMS •

PLUS SERVICE No. 1

THE SERVICE-KIT

—a streamlined system for BUYING, BOOKING and CONTRACT CONTROL

SERVICE KIT
THE EXHIBITOR

STIFF-BACKED 3-RING BINDERS AVAILABLE. See No. 11a & b

● Arranged and assembled for insertion in any standard 9 x 12 inch ring binder or ring-equipped brief case are the following forms:

1. **A 52 week supply of large, modern BOOKING SHEETS (9 x 12 inches)**
2. **10 pages of AVAILABILITY and PLAY-OFF WORK SHEETS (9 x 12 inches)**
3. **10 sheets of PERFORMANCE RECORD and CUT-OFF SHEETS (9 x 12 inches)**
4. **A permanent EQUIPMENT RECORD**
5. **An 18-month BOOKING CALENDAR**
6. **A special PERPETUAL CLEARANCE CHART and many other helpful forms all properly indexed.**

● After the first year, additional sets of any particular FORM can be purchased separately; any back REVIEW SECTION for 5c; and any DIVIDER INDEX for 20c.

Price: $1.30 per set

PLUS SERVICE No. 4

THE NEW *"Pocket-Size"* DATE BOOK

—latest innovation in the field of small booking records.

● This new design has proved so far superior to anything previously developed in its field that it has taken the industry—whether independent owner or circuit manager—by storm.
(a) 5 lines of booking space were gained by taking full advantage of the 3¾x6¾ inch page area. (b) Weekly activities not bothered with until the complete week is booked, are kept separate and distinct. (c) Spaces are allowed for cost, gross, weather, etc., as desired. (d) All dates, days of the week, and holidays are clearly printed.

Dated forms for ONE FULL YEAR are printed to start with each JULY 1st.

Price: $1.00 per yearly set

SOFT-BACKED 6-RING LEATHERETTE BINDERS ARE AVAILABLE. See No. 11c

PLUS SERVICE No. 2

PROGRAM and RUNNING-TIME Schedules

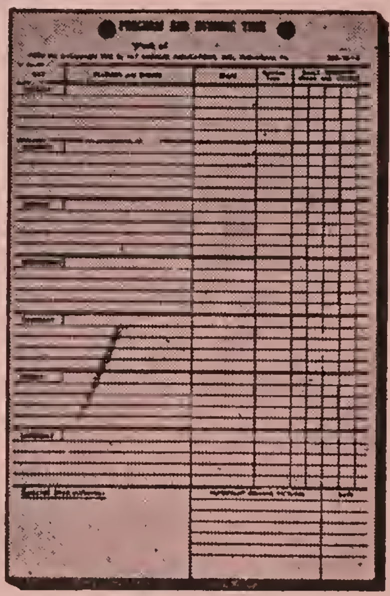
—a basic weekly form to replace the scribbled note or tissue carbon.

● These forms are prepared for convenience in disseminating accurate information to the key members of a theatre staff so that they may answer intelligently the patron questions most frequently asked; or so that they can cue and time their show. 50 sheets to each pad.

● Daily turnover running time can be easily computed from the running times of the individual subjects that make up the bill.

● One copy each week: (1) on your desk, (2) to your cashier, (3) to your doorman, (4) to your projectionist, and (5) to your head usher or floor supervisor will be sufficient to keep uniform information throughout the theatre.

Price: 30c per pad


PROGRAM AND RUNNING TIME

PLUS SERVICE No. 5

Weekly PETTY CASH SYSTEM

—designed for simplicity and quick theatre reference.

PETTY CASH SUMMARY
PETTY CASH VOUCHER
No 162098

● These specially designed 3 x 5 inch Petty Cash Slips require a counter signature of approval and are numbered consecutively so that accurate records can be kept of each individual expenditure. There are 100 slips to each pad.

● The specially designed envelopes are for use only once each week in listing each individual slip and computing the weekly total expended. All slips listed on a particular envelope should then be inserted in it for safekeeping; and the envelope filed for future reference.

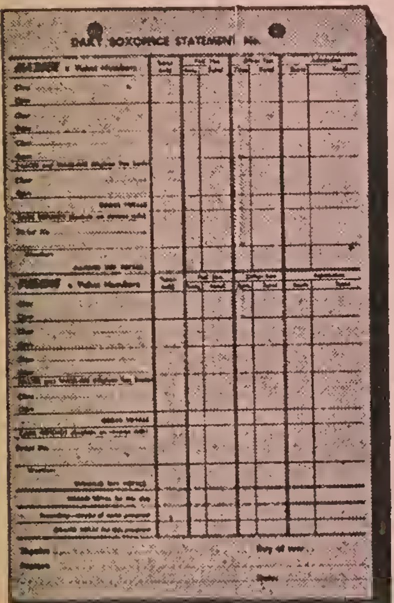
● There can never be any later question of a particular disbursement, for the actual receipt is always on hand and easily located. Each voucher requires the signature of the owner or the manager.

Prices: {Voucher Pads............30c each
Voucher Envelopes—50 for 65c

PLUS SERVICE No. 3

Daily BOXOFFICE STATEMENTS

—all embracing memoranda of the complete cash control system.


DAILY BOXOFFICE STATEMENT No.

● Printed on both sides so that complete factual totals for one day can be kept on one 5½ x 9 inch sheet, each itemizes:

1. **OPENING AND CLOSING TICKET NUMBERS**
2. **PASS AND WALK-IN TICKET NUMBERS**
3. **CASH TOTALS AND REFUNDS**
4. **TAX TOTALS**
5. **PROGRAM, WEATHER, AND OPPOSITION**
6. **SPACES FOR HOURLY TOTALS**
7. **MISCELLANEOUS INCOME AND DEPOSITS**

● Made up in pads of 50 per pad, each sheet is punched for saving in a standard ring binder with the date at the lower right corner for quick reference when filed.

● Where accuracy counts for current income and future bookkeeping, the Box Office Statement is a diary of theatre operation.

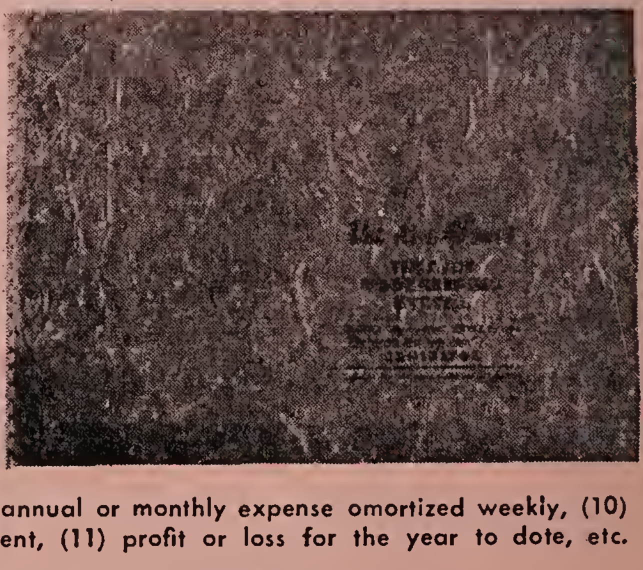
Price: 30c per pad

PLUS SERVICE No. 6

THE *"At-a-Glance"* BOOKKEEPING BOOK

—specially designed by a leading theatre specializing C.P.A. authority.

● This extremely simple system has been constantly revised to meet each tax or other changing requirement of the theatre man. Its 9 x 12 inch pages provide for: (1) daily ticket record, (2) tax collected daily, (3) daily gross, (4) pass and walk-in records, (5) weather and opposition, (6) daily show cost, (7) weekly income from vending machines, etc., (8) weekly gross, (9) weekly fixed expenses, payroll, and annual or monthly expense amortized weekly, (10) weekly profit or loss statement, (11) profit or loss for the year to date, etc.



Price: $1.75 per book (Sufficient for 52 weeks).

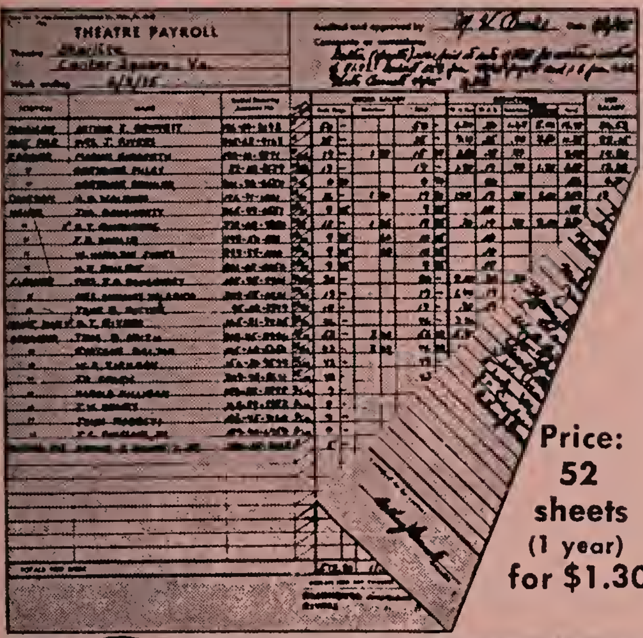
DESIGNED . . . PRODUCED . . . WAREHOUSED . . . and DELIVERED . . .
restricted to current THEATRE SUBSCRIBERS ONLY! Sample sheets

• for EVERY THEATRE OPERATING NEED:

PLUS SERVICE **No. 7**

Weekly PAYROLL FORMS

—for use whenever employees are paid in cash for salary or overtime.


THEATRE PAYROLL

Price: 52 sheets (1 year) for $1.30

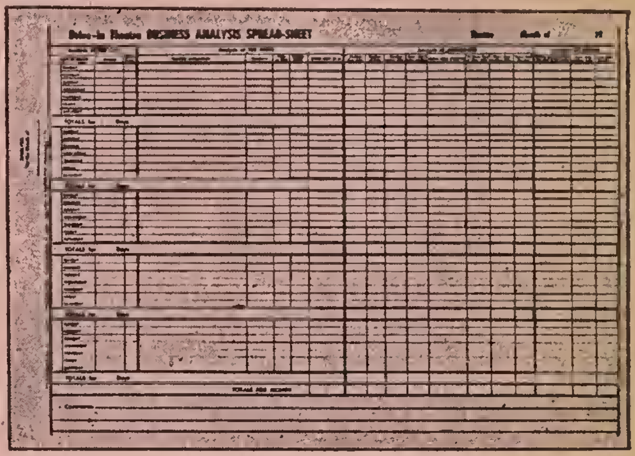
- This is the system that resulted from a contrast of the Payroll Forms used by all major theatre circuits.
- Designed to be filed in the ordinary letterhead size cabinet (8½ x 11 inches) this form provides a permanent weekly record of the individual name, social security number, rate of pay, overtime pay, reasons for overtime, and deductions for all purposes. It also provides gross weekly totals of salaries, deductions, raises, etc.

One of the most important features is an individual signed receipt by each employee, without their being able to see what any other employee has earned.

PLUS SERVICE **No. 9A**

Monthly *Drive-In* BUSINESS ANALYSIS

—a contrast study of ALL Outdoor Theatre income and film costs.


Drive-In Theatre BUSINESS ANALYSIS SPREAD-SHEET

- There is no facet of the theatre field that fluctuates so rapidly with every turn in weather, temperature, school attendance and opposition as the drive-in. A properly kept line each day on your Business Analysis Spread-Sheet will provide a study of: (1) The day of the week and day of the month complete with all weather influences; (2) The feature attraction complete with costs; (3) The total admissions by car and by patron; and (4) The confection sales by car and by patron.
- At the end of any one month, the complete picture is there for analysis and study,—and at the end of the same month of the following year, your headway or shortcomings are obvious.
- Here is what might be termed "a Monthly Boxoffice Statement."

Price: 55c for 13 sheets

PLUS SERVICE **No. 8**

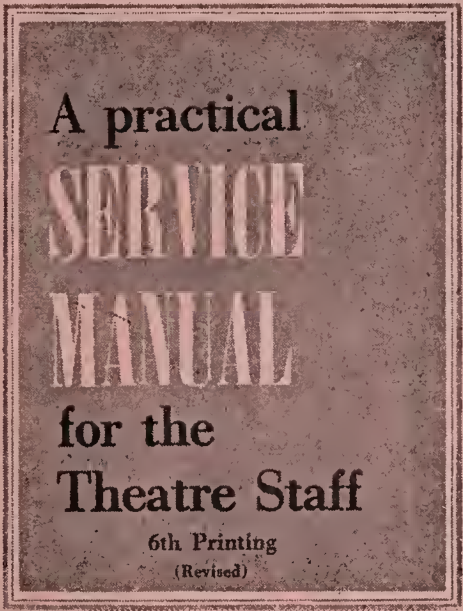
SERVICE MANUALS

—for the quick and proper training of new and old Theatre Employees.

LATEST REVISION also includes the additional data necessary to DRIVE-IN THEATRES!

- Of inestimable value in "breaking-in" a new staff of Ushers; a new Cashier, or a new Door Man.
- This 16 page pocket size (3 x 6 inch) booklet with heavy paper cover itemizes the rules of conduct for the theatre staff very logically and thoroughly. Separate chapters are devoted to Managers, Cashiers, Door Men, Ushers, etc., as currently trained in the larger circuits.
- It also pictures a system of Usher's hand signals for designating empty seats and gives many hints on Public Safety, Accident, Fire Prevention, Advertising, etc.

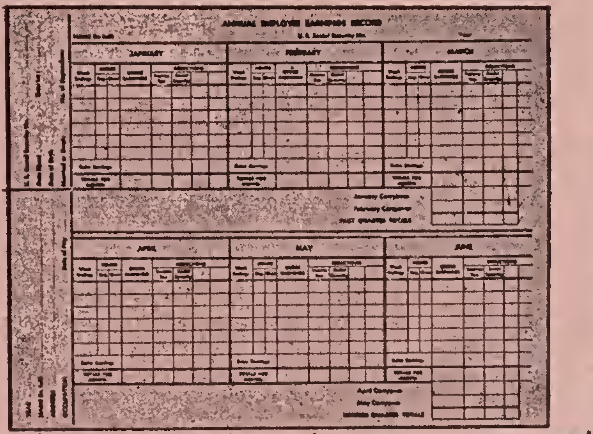
Price: 10c each


A practical
SERVICE
MANUAL
for the
Theatre Staff
6th Printing
(Revised)

PLUS SERVICE **No. 10**

Annual EMPLOYEE EARNINGS RECORD

—complete with all Withholdings and Deductions for Tax Returns.


ANNUAL EMPLOYEE EARNINGS RECORD

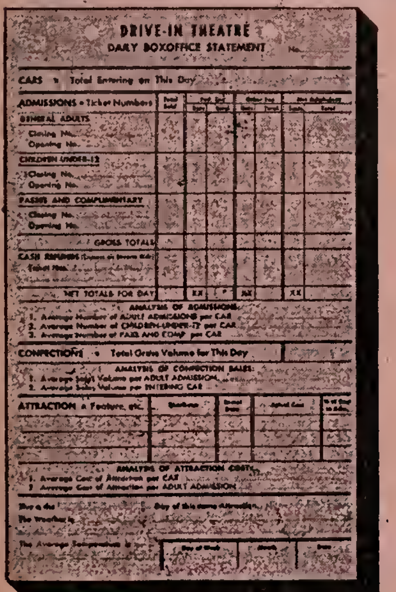
- Uncle Sam requires that you keep careful, permanent records of all employee earnings and of all tax or other deductions, under penalty of fine or imprisonment. Here is the most simple theatre method. With ushers and other low-paid help, turnover is frequent so a salary book is inconvenient and bulky. Under this EXHIBITOR system, one 8½ x 11 inch index card suffices for any one employee for one year, and each year is an entity in itself. The card of a fired or quit employee is set aside for tax return and government report; and current cards, arranged alphabetically constitute the only working set.
- Here is a time-saving, accurate system you'll rave about!

Price: 40c for 12 cards

PLUS SERVICE **No. 9**

Drive-In Theatre Boxoffice Statements

—specially designed exclusively for the use of Outdoor Theatremen.


DRIVE-IN THEATRE DAILY BOXOFFICE STATEMENT

- A daily record of: (1) Number of Cars; (2) Number of Adults; (3) Number of Children; (4) Passes and Complimentary Admissions; (5) Cash Refunds; (6) Confection Gross; (7) Title, distributor, rental basis, actual cost, and percentage of admissions income of the Show; (8) Record of the weather and average temperature; (9) Hourly Ticket Sale Record; (10) Opposition Attractions; (11) Checker and Hours Checked; (12) Total Cash Receipts and Totals Deposited.
- All on a handy 5½ x 9 inch sheet punched for filing in a post or ring binder and padded 50 to the pad.
- Here is a professional form never before designed for drive-in operation.

Price: 30c per pad

PLUS SERVICE **No. 11**

Special BINDERS and CASES

—designed for the storage and carrying of some of these forms.

Service-Kit BRIEF CASE (a)

- A big, genuine cowhide, zipper-enclosed briefcase equipped with 3-ring binder designed to hold the Service-Kit Forms (See No. 1) and a full year of Pink Review Sections as published separately by EXHIBITOR.

Price: $6.00 each (Tax included)

Service-Kit BINDER (b)

- A big, stiff backed, imitation leather binder equipped with 3-ring holder designed for the Service-Kit Forms (See No. 1) and a full year of Pink Review Sections as published separately by EXHIBITOR.

Price: $1.50 each

Pocket-Size Date Book BINDER (c)

- A small, flexible leatherette binder equipped with 6-ring holder designed for the 3¾ x 6¾ Pocket-Size Date Book sheets (See No. 4) sufficient for one entire year's booking,—and other features.

Price: $1.30 each

---

at NON-PROFIT PRICES . . . as a "Theatre-Wise" plus-service that is frankly without obligation.

MOTION PICTURE EXHIBITOR
317 N. Broad St., Phila. 7, Pa.

author's wife to obtain divorce evidence, is caught by Britton ransacking his room. Britton tells Gregg, who runs to her brother thinking Urquhart is on to their escape plans. Urquhart's suspicions are aroused by mysterious movements about the farm at night. He investigates and discovers that Byrne has an illegal whiskey-running operation, stuffing the lime sacks with cases of Scotch. He is discovered and killed by Lucas, who fears that the escape effort will be aborted. A search party organized by Britton finds Urquhart's body. Bryne insists the detective was killed in an accidental fall, but a handyman attempts to remove the body to a "fitting resting place" in the village church. To cover up one murder, Lucas kills the handyman, but he is seen by Britton. Bryne and his men join Lucas in an attempt to hunt down Britton, but he escapes them in the moors. Britton returns to the farm and tries to persuade Gregg not to go with her brother. Unaware that Lucas is a murderer, she resists. When Lucas comes to get her, she confronts him with the knowledge of his acts, and he attempts to force her to accompany him. Britton attempts to stop him, but is overpowered. Lucas is about to kill him when the handyman's sister appears and avenges her brother's slaying.

X-Ray: This is the kind of action programmer at which the English excel. Fast moving, well paced, and slickly produced, the film uses its material and players well. Lucas' portrayal of the ruthless killer is well drawn, and he and Britton are given solid support throughout. The film's violence and rather raw treatment of sex brand it as adult fare.

Ad Lines: "The Perfect Crime Of A Mystery Fugitive"; "Everything's Big In The Break."

Die Fliedermaus

Musical Comedy
107M.

Casino Films
(Eastman Color)
(German-made)
(English titles)

Estimate: Entertaining musical based on the Johann Strauss operetta.

Cast: Peter Alexander, Marianne Cook, Marika Roekk, Willy Millowitsch, Gunther Philipp, Oskar Sima, Susi Nicoletti, Rolf Kutschera, Rudolf Carl and Boy Gobert and Hans Moser with the Vienna State Opera Ballet and the Vienna Volks Opera Ballet and the Kurt Edelhagen Orchestra. Produced by Dr. Herbert Gruber; directed by Geza von Cziffra.

Story: The highlight of the social season is to be a ball given by Prince Boy Gobert, and Gunther Philipp hopes to use the occasion to get even with his friend, attorney Peter Alexander, for a trick the latter once played on him. Oskar Sima, one of Alexander's clients, hopes to use the occasion to get a piece of valuable land from Gobert. Alexander is ordered to come as a nobleman while his wife turns out to be his own maid attired in one of his wife's dresses. The latter, Marianne Cook, also shows up at the ball, posing as a fun-loving twin sister, and she has quite a time keeping an eye on Alexander and warding off the advances of Gobert. All ends well with each getting his and her just desserts.

X-Ray: This colorful entry is a lot of fun with the modernized version of the famed operetta coming across in a most entertaining fashion. A few updated musical numbers are added to the familiar tunes and the result is pleasant. The broad humour is in keeping with the lightweight yarn; the performances are expert; and the direction and production values are competent. Art house and specialty spots should appreciate the import, which has been wondrously bathed in attractive color. Geza von Cziffra did the script.

Ad Lines: "A Comedy Treat Based On The Operetta By Johann Strauss; "It's Fun Time With Die Fliedermaus And Assorted Friends."

The Doll

Drama
100M.

(Kanawha Films)
(Swedish-made)
(English titles)

Estimate: Off-beat art house entry.

Cast: Per Oscarsson, Gio Petre, Tor Isedal, Elsa Prawitz, Bengt Eklund, Malou, Mimi Nelson, Ric Axberg, Dagmar Olsson. Directed by Arne Mattsson; produced by Lorens Marmstedt.

Story: Per Oscarsson, night watchman, is a lonely man who lives by himself in a rooming house. His loneliness is beginning to affect him mentally. One night there is a burglary attempt in one of the stores he watches, and he decides to take a beautiful mannequin, which he smuggles into his room. He talks to it, caresses it, and in his mind it comes alive and returns his conversation and affection. He brings home a valuable bracelet he finds and is not above stealing a coat for his companion. The neighbors become suspicious of his actions and uncover his secret. At first, he attempts to shoot one, but then he becomes uncaring. When the doll becomes too demanding, he tries to get rid of it by smashing it into pieces and hurling them into the river. His mind refuses to dismiss the image and she drives him mad.

X-Ray: The deterioration mentally of a lonely human being is unpleasant and repelling, though mayhaps there are those in the audiences of art and specialty houses, who may wish to seek this out as a different screen experience. It is also overlong for the story it has to tell. The acting, direction, and production are good. The story is by Lars Forssell. The screenplay is by Eva Seeberg. Per Oscarsson is especially good as the lonely man, although the character is not realistically established. There are women in the film who show flickers of interest in him.

Ad Lines: "The Different Film Everyone is Talking About"; "A Man . . . His Loneliness . . . His Warped Love."

The Fiances

Drama
84M.

Janus Films
(Italian-made)
(English titles)

Estimate: Fair import.

Cast: Carlo Cabrini and Anna Canzi. Directed and written by Ermanno Olmi.

Story: Carlo Cabrini has a chance to transfer to a better job with his company in a new factory in Sicily, some distance away, to earn considerably more money. To do this he must leave behind his aged father, who has to go into a rest home, and his fiancee, Anna Canzi. Relations between the pair have settled into one of growing indifference. In Sicily, he has to find living quarters and adapt to new people and new surroundings, as well as loneliness. Absence does make the heart grow fonder between Cabrini and Canzi, and their romance is rekindled albeit long-distance.

X-Ray: This entry is seemingly much ado about little, with the slight story failing to need this runing time. The situation between the pair of lovers seems slightly forced with no valid reason as to why they can't get married unless his promotion depends on his being single. The settings add to the story value, and characterizations, direction, and production are average. The transition between scenes is a bit on the rough side as flashback gives way to the present and back to the flashback again until one wishes they would get their situation resolved. It's an adequate entry for the art spots.

Ad Lines: "Their Love Grew Stronger While Separated"; "Lovers Apart Make For A Heart-Touching Tale."

The Fire Within

Drama
110M.

Gibralter Films
(French-made)
(English titles)

Estimate: Fair import.

Cast: Maurice Ronet, Lena Skerla, Yvonne Clech, Mona Dol, Bernard Noel, Ursula Kubler, Jeanne Moreau, Alain Mottet, Alexandra Stewart, Henri Serre. Written and directed by Louis Malle.

Story: Told here are the last 48 hours in the life of Maurice Ronet, who has been undergoing a cure for alcoholism in a private sanitarium. Ostensibly successful with the treatment, he has lost confidence in himself and feels that the only way out is to kill himself. His wife is in the U. S., and he feels that she no longer cares for him. He decides to visit some of the friends he knew, and he finds that they too have changed. Seeing no reason to change his mind, he takes his life with a well-placed gun shot.

X-Ray: The audience is forced to relive Maurice Ronet's last hours on earth, and the story plods along as each character gets his allotted time. Many will have little sympathy with the thinking of the subject. What is quite interesting and very effective are the actors, the backgrounds of the French countryside, the camera techniques, and the direction and production values. Performances are good with Ronet particularly so, but the tale is a downbeat, brooding one. The screenplay is based on a novel by Drieu La Rochelle. Mayhaps art house audiences may be intrigued by the on-screen proceedings since the different is attractive to them.

Ad Lines: "An Arresting And Unusual Film By Louis Malle"; "A Man Faces His Destiny Alone."

The Guest

Drama
105M.

Janus Films
(English-made)

Estimate: Interesting drama.

Cast: Alan Bates, Donald Pleasance, Robert Shaw. Produced by Michael Birkett; directed by Clive Donner.

Story: Old, homeless, dirty bum Donald Pleasance has been thrown out of a place minus his few belongings, and it is obvious that he has been saved from bodily harm by Robert Shaw. As they walk along a snow laden street, Shaw takes pity on the old man and invites him to stay the night with him in his room located in an empty house owned by his brother, an oddball, Alan Bates. The next morning, Pleasance talks of going to another town and securing his papers, but he has no way of getting there. The talk is just talk. Shaw buys him a few things and tells him he can remain and perhaps even take on the job as caretaker while Shaw busies himself with repairs and building projects. When Pleasance meets Bates, he is frightened by the young man, who is vicious at times and befuddling at other times. Bates, too, offers the old man a job as caretaker. After several days, friction develops between Shaw and Pleasance, and Shaw bids him leave. He tries to play off brother against brother, but it doesn't quite work out that way. It is evident that he soon will be on his way.

X-Ray: Here is to be found a tale of three different characters, who are better off separated. When they are thrown together, friction develops. Each is lonely, and as the film unreels, the audience hopes something will happen. Nothing much does. Each of the threesome is just fine in his role, but Donald Pleasance does have an edge as a dirty, old tramp scheming to survive. The direction and production values are fine. The film is based on the play, "The Caretaker," by Harold Pinter, who also wrote the screenplay. It is for the art and specialty spots, as well as devotees of the so-called "Theatre of the Absurd."

Ad Lines: "An Unusual Film For Discriminating People"; "They Lived In A World of Their Own . . . But Couldn't Stand Each Other."

High And Low

Melodrama
142M.

Continental
(Japanese-made)
(English titles)

Estimate: Highly interesting mystery melodrama.

Cast: Toshiro Mifune, Kyoko Kagawa, Tatsuya Nakadai, Tatsuya Mihashi, Tautomu Yamazakai. Directed by Akira Kurosawa.

Story: Toshiro Mifune is an industrial tycoon, who lives on a hill overlooking the city and who has a chance to gain control over the company that is seeking to oust him. It will mean utilizing every cent of cash he can raise. Before he can accomplish his coup, he receives a phone call informing him that his son has been kidnapped and demanding much of the money he had intended for the business matter. A check soon determines that the missing boy is not his but a playmate and the son of the chauffeur. The police are secretly called in and remain out of sight because the kidnapper can see into the hill house with a telescope. Mifune eventually makes the decision to pay the kidnapper, and after the boy is returned, scores of police swing into action following through in minute detail on the most insignificant clues. When they identify their suspect, some skillful shadowing results until the thrill-packed climax when he stands revealed not only as a kidnapper but also as a murderer of his dope-using confederates. He is tried, convicted, and sentenced to death. Envy of Mifune and his luxurious living seemed to be the motive.

X-Ray: This import starts out slowly and continues in the same vein until midway when the pace picks up. Interest is continually on high as the viewer is able to watch some remarkable police detection methods as well as some views of the Japanese countryside. It's a thriller that is a bit too long, and the proper cutting could have made it an even better entry. It will be appreciated by art house and specialty audiences. One small source of annoyance encounted by this viewer was that the English titles were white and when flashed on a light background, they were quite illegible. The cast is very good, and direction and production are superior. The screenplay is based on a story by Ed McBain. Kurosawa adds to his stature with this one.

Ad Lines: "An Unusual Mystery Thriller"; "Guaranteed To Keep You On The Edge Of Your Seat."

The Seventh Juror

Drama
90M.

Trans-Lux
(French-made)
(English titles)

Estimate: Well-made murder drama.

Cast: Bernard Blier, Daniele Delorme, Maurice Biraud, Francis Blanche, Jacques Riberolles, Robert Dalban, Francoise Giret, Charles Lavialle, Catherine Le Covey. Directed by Georges Lautner; produced by Paul Joly.

Story: Bernard Blier is a respected middle-aged druggist with a wife, Daniele Delorme, who is bored. On a Sunday afternoon, while walking near a lake, he comes across Francoise Giret sunbathing half-nude. Overcome by desire, he tries to make love to her, but she resists and cries out for help. He strangles her. With no witnesses around, he returns to the company of others who don't miss him. When the body is discovered, her lover, Jacques Riberolles, is accused of the crime because of circumstantial evidence which includes a quarrel with the dead girl shortly before she was slain. Blier becomes one of the jurors at the trial, and while he doesn't want to confess, he doesn't want an innocent man to be convicted. He asks enough questions, and through a re-enactment of the event, he is able to get the accused man off. Delorme guesses that her husband may be the killer, but she is willing to keep quiet for the sake of appearances and the family. Blier decides to confess, but the police and prosecutor refuse to believe him. In a meeting between Riberolles and Blier, the ex-lover decides to shoot himself rather than leave town. They scuffle over the gun, and Riberolles does kill himself. Blier tries to confess to this crime, but the police label it a suicide, Delorme, anticipating his desire for confession, has arranged with the family doctor and the prosecutor to have him committed to an asylum until he can be cured. He leaves in the custody of attendants, vowing never to return.

X-Ray: There is no mystery here because the audience sees the murder, but rather there is suspense as to how the film will end. While the tale is an overly dramatic one, interest is well maintained. The cast performs capably, and direction and production are good. The end result should please art house devotees. Jacques Robert wrote the screenplay based on a novel by Francis Didelot.

Ad Lines: "Murder Will Out But No One Believes The Killer"; "An Unusual Murder Thriller."

The Silence

Drama
95M.

Jonus Films
(Swedish-made)
(English titles)

Estimate: Adult off-beat Ingmar Bergman entry will cause talk.

Cast: Ingrid Thulin, Gunnel Lindblom, Hakan Jahnberg, Birger Malmsten, Jorgen Lindstrom. Produced, directed, and written by Ingmar Bergman.

Story: In between all kinds of symbolisms and hidden or near-hidden meanings, audiences may perceive that two women, presumably sisters having an abnormal relationship, stop with the small son of one at a hotel in a foreign country to rest up so that the elder, spinster Ingrid Thulin, can recover from a bout with what seems to be tuberculosis. The other, Gunnel Lindblom, becomes restless and annoyed at being tied to the other. She goes out seeking some male sexual companionship, leaving the boy, Jorgen Lindstrom, to his own devices in the hotel rooms and corridor. Lindblom and her son leave the next day, continuing their journey home, while the sister is presumably left to die in the hotel room.

X-Ray: Mayhaps even some of Ingmar Bergman's fans may be surprised and even a bit shocked at the on-screen behavior of some of his characters in this off-beat, repelling film that seems like little more than a character analysis. Some of the unnatural sexual implications and the frankness of some scenes may repel even some blase art house attendees, and the wierd story frame leaves much to be desired and amplified. The characters are impressively presented, and interest is constant, but one wonders what one did see when it's all over. It's "sick" from start to finish. Entertainment it's not; but an experience it is, and strictly for adults.

Ad Lines: "Another Ingmar Bergman Creation"; "A Strong Drama For Adults Only That Will Be Talked About For Years To Come."

The Witch's Curse

Fantasy
79M.

Medallion
(Italian-made) (Dubbed in English)
(Color)

Estimate: Strictly for the duallers.

Cast: Kirk Morris, Helene Chanel, Andrea Bosic. No other credits available.

Story: In 17th century Scotland, a woman condemned to the stake as a witch casts a spell on the village. Two decades later, her granddaughter and bridegroom arrive on a honeymoon, and the villagers are sure the witch has returned. The only way to save the girl and the village is to find the original witch in Hell and get her to remove the curse. The help of legendary Machiste (Kirk Morris), youthful strong man, is enlisted by the bridegroom. Morris goes to Hell to find the witch and after encountering many obstacles, including a lion, which he routs with his bare hands, finally gets the witch to rescind her spell. The young bride is saved.

X-Ray: This fantasy-like fairy tale has been satisfactorily produced, and the wide screen and color help. The question is how popular such film fare is at the box-office? The title may be exploitable, and there is enough action. The main trouble with the film is that the strong man, Machiste, who wears a loin cloth and muscles, is not properly introduced, and many may wonder who he is until late in the picture. The dubbing is a fair job. The shots of Hell resemble the interior of a large cave.

Ad Lines: "After The Fires Of Hades And Frenzied Attacks By Ferocious Beasts, There Remained Only 'The Witch's Curse' "; " 'The Witch's Curse' Hung Like A Shroud Over The Village."

ALPHABETICAL GUIDE TO 173 Features Reviewed

This index covers features reviewed thus far during the 1963-64 season in addition to features of the 1962-63 season, reviewed after the issue of Aug. 21, 1963.—Ed.

A

Act One—110m.—WB 5119
All Of Me—73m.—Misc. 5122
All The Way Home—103m.—Para. 5095
Alone Against Rome—100m.—For. 5135
America America—174m.—WB 5121
And Suddenly It's Murder—90m.—For. 5135
Any Number Can Win—111m.—MGM 5102
Aatom Age Vampire—87m.—For. 5123

B

Bandits On The Wind—113m.—For. 5135
Battle Of The Worlds—84m.—Misc. 5119
Beauty And The Body—70m.—Misc. 5134
Best of Cinerama, The—142m.—Misc. 5122
Billy Liar—96m.—For. 5123
Beauty And The Beast—77m.UA 5095
Bell, Bare and Beautiful—64m.—Misc. 5106
Brass Bottle, The—89m.—U. 5133
Break, The—80m.—For. 5135
Bunny Yeager's Nude Las Vegas—64m.—Misc. ..5134

C

Captain Newman, M.D.—126m.—U 5103
Cardinal, The—175m.—Col. 5101
Castillian, The—103m.—WB 5099
Ceremony, The—105m.—UA 5118
Charade—114m.U. 5095
Chushingura—105m.—For. 5106
Children Of The Damned—90m.—MGM 5126
Clown And The Kid, The—66m.—UA. 5091
Comedy Of Terrors, The—86m.—A-I 5117
Condemned Of Altona, The—114m.—Fox 5090
Conjugal Bed, The—87m.—Emb. 5094
Court Martial—82m.—UA 5098
Crawling Hand, The—89m.—Misc. 5134
Creation Of The Humanoids, The—75m.—Misc. ..5099
Cry Double Cross—65m.—For. 5123
Cry Of Battle—99m.—UA 5097

D

Dark Purpose—97m.—U 5130
Daughter Of The Sun God—75m.—Misc. 5103
Dead Ringer—115m.—WB 5131
Dementia 13—81m.—A-I. 5133
Die Fliedermaus—107m.—For. 5138
Doll, The—100m.—For. 5138
Dream Maker, The—87m.—U 5131
Dr. Crippen—98m.—WB. 5133
Dr. Strangelove: Or How I Learned To Stop Worrying And Love The Bomb—93m. Col. ...5129

E

Easy Life, The—105m.—Emb. 5121
Erik The Conqueror—81m.—A-I 5113

F

Family Diary—114m.—MGM 5113
Fantasia—117m.—BV—RE. 5097
Farewell To Arms, A—Re.—123m.—Fox 5090
Fiances, The—84m.—For. 5138
Fire Within, The—110m.—For. 5138
4 For Texas—124m.—WB 5122
French Game, The—86m.—For. 5103
Fun In Acapulco—100m.—Par. 5109
Fury At Smugglers Bay—92m.—Emb. 5117

G

Giant Of Metropolis, The—92m.—For. 5123
Glass Cage, The—84m.—Misc. 5134
Global Affair, A—84m.—MGM 5129
Gone Are the Days—97m.—Misc. 5106
Guest, The—105m.—For. 5138
Gun Hawk, The—92m.—AA 5097
Gunfight At Comanche Creek—90m.—AA 5113

H

Haunted Palace, The—85m.—A.I 5089
Heavenly Bodies—60m.—Misc. 5092
Hide And Seek—90m.—U. 5133
High And Low—142m.—For. 5139
Hootenanny Hoot—91m.—MGM 5089
Hot Money Girl—81m.—For. 5103
Householder, The—100m.—For. 5103

I

Incredible Mr. Limpet, The—99m.—WB 5131
Incredible Journey—80m.—BV 5101
In The French Style—105m.—Col. 5093
Invincible Gladiator, The—96m.—For. 5123
Invitation To Murder—65m.—For. 5127
It's A Mad, Mad, Mad, Mad World—194m. —UA—Cinerama 5109

J

Johnny Cool—101m.—UA 5091
Julie, The Redhead—100m.—For. 5106

K

Kings Of The Sun—108m.—UA 5118
Knife In The Water—95m.—For. 5127

L

Ladies Who Do—85m.—For. 5123
Ladybug, Ladybug—84m.—UA 5119
La Poupee—90m.—For 5096
Lord Of The Files—90m.—For 5092
Love On A Pillow—102m.—Col. 5125
Love With The Proper Stranger—100m.—Par. ...5118

M

Madmen Of Mandoras—74m.—Misc. 5126
Mail Order Bride—85m.—MGM 5126
Man From Galveston, The—57m.—WB 5126
Man in The Middle—94m.—Fox 5121
Man's Favorite Sport?—120m.—U 5126
Maniac—86m.—Col. 5101
Mary, Mary—126m.—WB 5091
Mc Lintock—127m.—UA 5112
Misadventures Of Merlin Jones, The—88m.—BV 5125
Moderato Contabile—95m.—For 5127
My Life To Live—85m.—For 5100
Mill Of The Stone Women—94.—For. 5104
Monstrosity—67m.—Misc. 5099
Move Over Darling—103m.—Fox 5115
Muriel—115m.—For. 5106
My Son, The Hero—111m.—UA 5095
My Son The Vampire—72m.—For. 5120

N

Naked Autumn—98m.—For. 5115
New Kind Of Love, A—110m. Par. 5090

O

Of Love And Desire—97m.—Fox 5090
Old Dark House, The—86m.—Col. 5102
One Man's Way—105m.—UA 5130
1000 Shapes Of A Female—79m.—Misc. 5122

P

Pair of Briefs, A—90m.—For. 5106
Palm Springs Weekend—100m.—WB 5105
Paris Pick-up—90m.—Par. 5114
Pink Panther, The—113m.—UA 5130
Pirate And The Slave Girl—86m.—For. 5115
Playgirls International—70m.—Misc. 5115
Please, Not Now!—76m.—For. 5115
Point Of Order—97m.—Misc. 5131
Prize, The—135m.—MGM 5114
Promises! Promises!—75m.—Misc. 5096
Pyro—99m.—A-I 5113
Psychomania—90m.—Misc. 5134

R

Raiders,The—75m.—U. 5119
Reach For Glory—89m.—Col. 5093
Resurrection—148m.—For. 5107
Running Man, The—103m.—Col. 5094

S

Seven Days In May—120m.—Par. 5129
Seventh Juror, The—90m.—For. 5139
Siege Of The Saxons—85m.—Col. 5089
Silence, The—95m.—For. 5139
Skydivers, The—75m.—Misc. 5127
Slime People, The—60m.—Misc. 5134
Small World Of Sammy Lee, The—105m.—For ...5092
Soldier In The Rain—88m.—AA 5109
Son Of Captain Blood—88m.—Par. 5114
Sound Of Laughter, The—75m.—Misc. 5122
Sound of Trumpets, The—90m.—For. 5107
Square Of Violence—96m.—MGM 5098
Steppe, The—100m.—For. 5107
Stark Fear—86m.—Misc. 5134
Stolen Hours—100m.—UA 5098
Suitor, The—83m.—For. 5107
Summer Holiday—100m.—A-I 5105
Sunday In New York—105m.—MGM 5117
Sunswept—65m.—For. 5120
Strait-Jacket—89m.—Col. 5121
Swingin' Maiden, The—81m.—Col. 5125
Sword In The Stone, The—75m.—BV 5097

T

Take Her, She's Mine—98m.—Fox 5102
Terrified—70m.—Misc. 5119
Terror, The—81m.—A-I 5093
Three Lives Of Thomasina, The—97m.—BV 5117
Third Of A Man—80m.UA 5091
3 Stooges Go Around The World In A Daze, The—94m.—Col. 5089
Therese—107m.—For. 5127
Thunder Island—65m.—Fox 5098
Tiara Tahiti—100m.—For. 5116
To Bed—Or Not To Bed—103m.—For. 5127
Tom Jones—113m.—UA 5100
20,000 Leagues Under The Sea—127m.—BV—RE .5098
Twice Told Tales—119m.—UA 5099
Twilight Of Honor—104m.—MGM 5094
Two Nights With Cleopatra—80m.—For. 5107

U

Under The Yum Yum Tree—110m.—Col. 5098

V

Victors, The—175m.—Col. 5105

W

Wacky Playboy, The—63m.—Misc. 5135
War Is Hell—81m.—AA 5125
War Of The Buttons, The—92m.—For. 5124
Walleyed Nippon—90m.—For. 5104
Wheeler Dealers, The—106m.—MGM 5094
Who's Been Sleeping In My Bed?—103m.—Par. .5114
Who's Minding The Store?—90m.—Par. 5114
Witch's Guest—79m.—For. 5139

X

X—The Man With The X-Ray Eyes—80m.—A-1 ..5093

Y

Yank In Viet-Nam, A—80m.—AA 5129
Young And Willing—110m.—U 5131

CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No **cuts** or borders. 4 insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (Help and Situations Wanted advertising not accepted. See "A-Man" CORNER on this page.)

BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combinations. Can be used for KENO $3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

FORMS AND SYSTEMS

For the Best in THEATRE-TESTED and APPROVED FORMS and SYSTEMS . . . EXHIBITOR BOOK SHOP, 317 N. Broad St., Philadelphia, Pa. 19107.

SPEAKER CONES

DRIVE-IN THEATRE SPEAKER CONES BAD? Mail one to us for FREE service; no obligation. Guaranteed Weather-proof. WESTERN ELECTRONICS CO., 3311 Houston Avenue, Houston 9, Texas

THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY INC., 100 Taylor Street, Nashville 8, Tennessee.

THEATRES WANTED

DRIVE-INS WANTED New York, Pennsylvania, New Jersey, Connecticut. BOX 265, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

USED EQUIPMENT

BEST BUY! Pair each; Std. Simplex heads, RCA 1040 Snd. Heads, 3 Pt. Bases, Simplex 1KW Lamps, Strong 40 Amp. Rectifiers, 2000 Magazines, Weaver Dowsers, Panavision c/s Lenses. Excellent Condition, only $950.00, FOB San Francisco. SAMPSON ELECTRONICS, 513-23rd Ave., San Francisco, Calif. 94121.

WINDOW CARDS

WEEKLY THEATRE and drive-in cards, 100-14 x 22-$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you* are looking for a job . . . or IF you* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

***A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.**

MANAGER, 30 years experience all phases theatre operations, buying—booking—promotion. Starting salary $150. Will relocate. Best of references. **BOX B219, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

WANTED! Young, aggressive manager for drive-in theatre located in Connecticut. Top salary and fringe benefits. **BOX A219, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

MANAGER, EXPERIENCED, wanted for drive-in located in western Massachusetts. All replies confidential. **BARNET YANOFSKY, 260 Tremont St., Boston, Mass.** (219)

PROJECTIONIST: Thoroughly experienced all phases 70/35mm equipment conventional and drive-in operation, desires permanent employment. Reliable, sober, dependable. Good references. Will re-locate with right party. **BOX A212, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

MANAGER NEEDED for drive-in and/or conventional theatre. Year around employment along Gulf Coast. Send complete resume, photo, and salary requirements to **L. C. L. THEATRES, INC., P. O. Box 1431, Bay City, Texas.** (212)

ATTENTION SHOWMEN: Fast growing East coast circuit needs indoor and drive-in managers. Positions to fill new theatres under construction and present key locations. Full liberal benefits. Reply in strict confidence. Write **PERSONNEL MANAGER, Box 255, Spring House, Pa.** (212)

MANAGER WANTED for large first run suburban Philadelphia class house. State experience, salary desired. **BOX A25, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

SEASONED TOP CALIBER theatre executive, with creativity and merchandising "know-how," seeks Los Angeles area agency representation. Interested in special film or general attraction, boxoffice stimulations or allied services. **BOX B25, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

THEATRE MANAGERS: Experienced, aggressive, promotion-minded, needed for small and large situations with large circuit in Western Pennsylvania. Good future assured for right man. Send résumé, giving age, experience and references. **BOX C219, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

YOUNG MAN, 20 years experience indoor and drive-in theatres, experienced as district manager, top recommendations available. Will also accept position in concession field. **BOX B212, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

MANAGER, fully experienced, booking, buying, etc., with very strong ideas. Also licensed projectionist, non-union. Knows what a good show is like. Live in New York City. **BOX C212, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

EXPERIENCED, promotion-minded manager wanted for new, deluxe theatre in fast-growing Delaware suburb. Send complete resume, photo and salary requirements. **BOX D212, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

ASSISTANT MANAGER position requested. Age 23. Single, sober, reliable, dependable. Seek permanent position. Presently employed, two years experience with downtown theatres. Military obligation completed. **BOX E212, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

GENERAL MANAGER or division manager available. 30 years of experience in all phases. With last company in New York City for 24 years. Extremely capable. **BOX F212, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

PROJECTIONIST, 32 years experience, non-union, full time work drive-in and hard tops. All round work in booth. **JOHN H. McKEEHAN, 319 S. Elwood St., Tulsa, Okla.** (212)

Address all Correspondence to— ***The A—MAN Corner*** **{Motion Picture Exhibitor**
317 N. Broad St., Phila., Pa. 19107

HANDY SUBSCRIPTION BLANK

Yes, start sending

MOTION PICTURE

EXHIBITOR

plus

Showmen's Trade Review

TO:

Name ....

Title ....

Address ....

....

....

★

☐ Enclosed ☐ Or bill me

☐ $2.00 for one year

☐ $3.50 for two years

☐ $5.00 for three years

(Outside Western Hemisphere)

☐ $5.00 one year

☐ $8.00 two years

☐ $11.00 three years

CLIP and MAIL TODAY TO

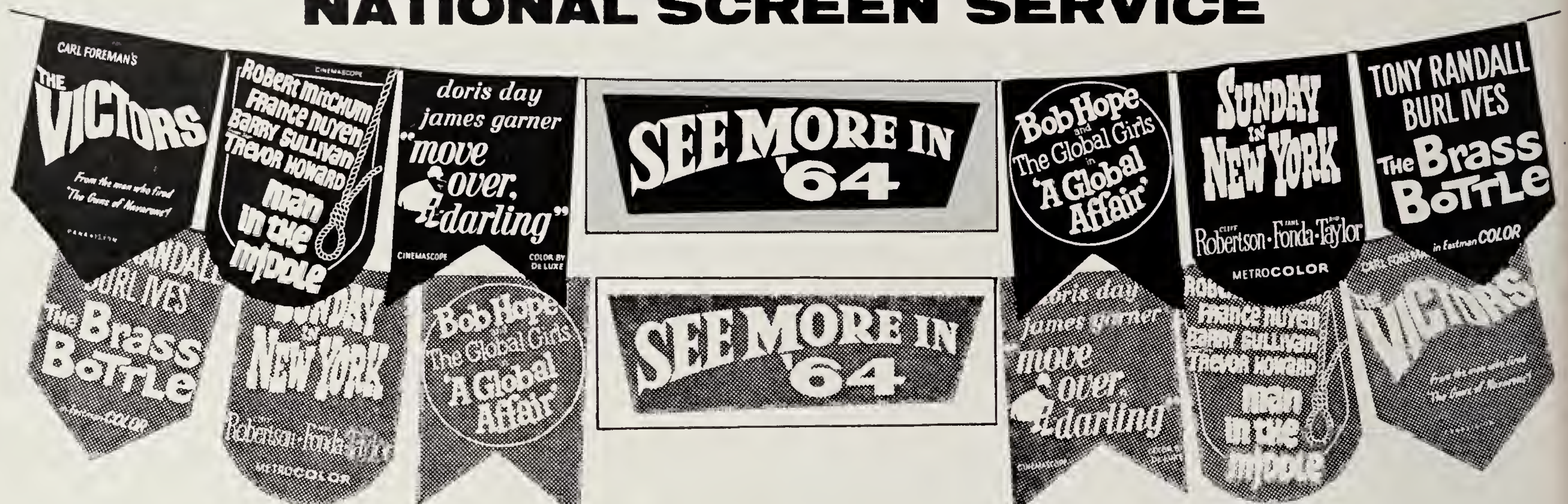
317 N. Broad St., Phila., Pa. 19107

Now you can SELL your BIG HITS week after week with

PROGRAM PENNANT STREAMERS

from

NATIONAL SCREEN SERVICE


CARL FOREMAN'S
THE VICTORS
From the man who fired "The Guns of Navarone"!
CINEMASCOPE
ROBERT MITCHUM
FRANCE NUYEN
BARRY SULLIVAN
TREVOR HOWARD
MAN IN THE MIDDLE
doris day
james garner
"move over, darling"
CINEMASCOPE
COLOR BY DE LUXE
SEE MORE IN '64
Bob Hope and The Global Girls in 'A Global Affair'
SUNDAY IN NEW YORK
CLIFF Robertson · JANE Fonda · ROD Taylor
METROCOLOR
TONY RANDALL
BURL IVES
The Brass Bottle
in Eastman COLOR

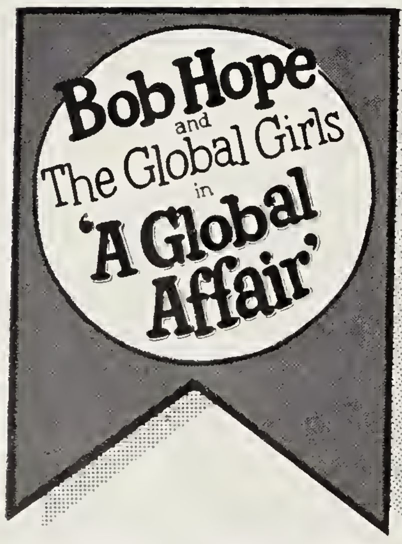
DOUBLE-FACED BANNERS AND PENNANTS

Get 'em coming and going! Hang them over any string...anywhere and everywhere...in the vestibule...foyer...lounges! Why book the big ones if your patrons don't know they're coming?

This NEW multi-purpose accessory lets you promote your own season festival the year 'round. They're changeable and interchangeable...can be ordered individually or in sets. Lively colorful backgrounds and "showbiz" lettering.

And as an exclusive feature they can be *personalized* by adding your own theatre or circuit logo. Don't wait for the opposition to jump the gun—ORDER TODAY!

COMPLETE SET
1 Banner and ANY 6 Pennants
$2.75


Bob Hope and The Global Girls in 'A Global Affair'

FEATURE PENNANTS

Please order by Title... 12″ x 18″ each...available on every picture. Assorted designs and multi-colored backgrounds PP-64-F.P.

30c each

STRAND Theatre

PERSONALIZED LOGOS

With your theatre name or circuit logo. Harmonize with Pennants and Banners and add a personal touch

$1.75 each

REDUCED PRICES IN QUANTITY

SPRING FESTIVAL OF HITS!

BANNERS In four distinctive styles... full color 12″ x 40″ with any of these legends:

SEE THESE BIG HITS PP-64-B1

SPRING FESTIVAL OF HITS PP-64-B2

SUMMER FESTIVAL OF HITS PP-64-B3

SEE MORE IN '64 PP-64-B4

$1.50 each

from NATIONAL SCREEN SERVICE

Showmanship is our Business

MOTION PICTURE
EXHIBITOR

FEBRUARY 26, 1964 Volume 71 Number 7

IN TWO SECTIONS • THIS IS SECTION ONE

"Cleo" Rental Seen As $55 Million

(See page 8)

COMPO Prepares Tax Repeal Push

(See page 9)

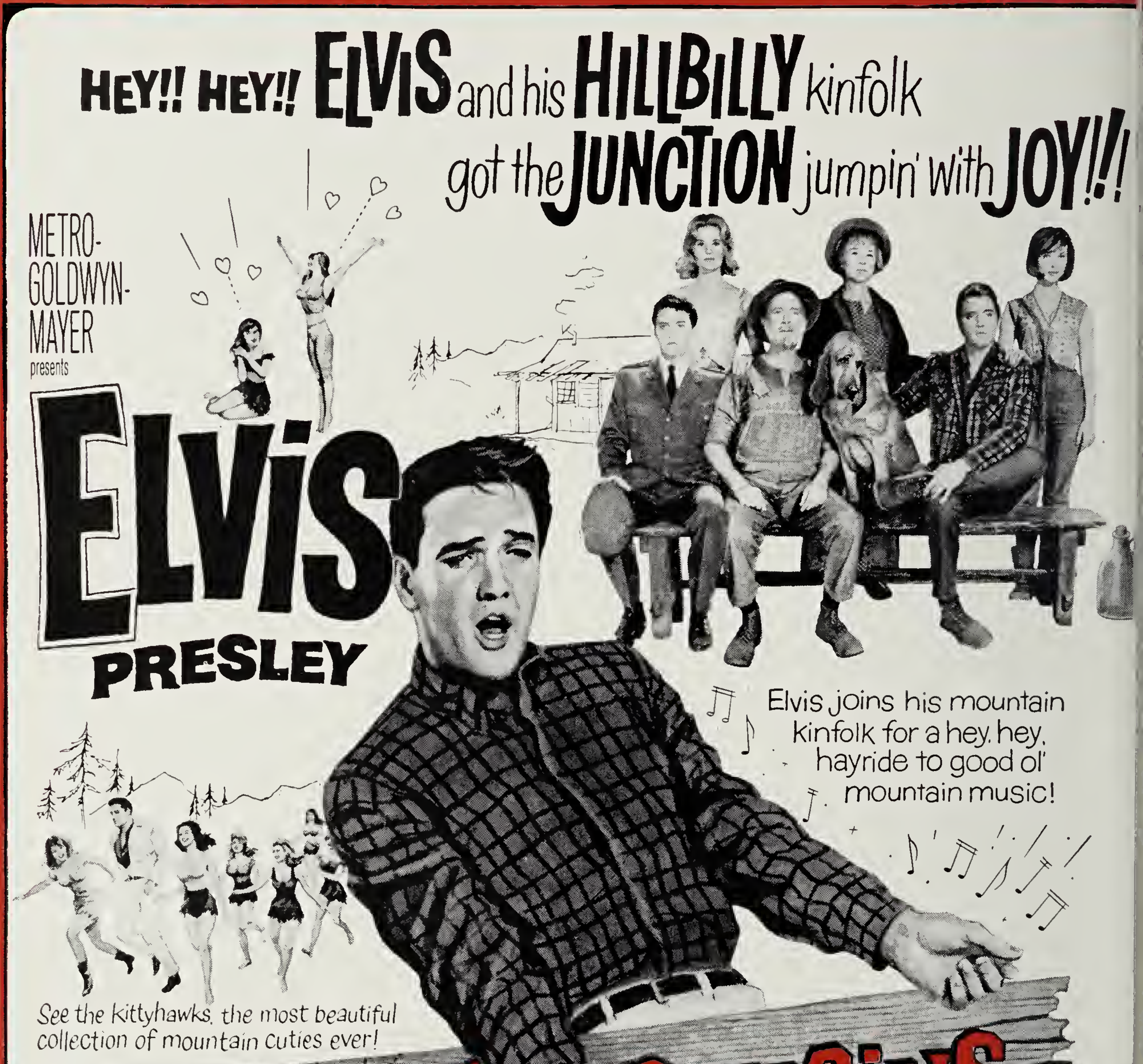
Earl Podolnick, of Austin, Tex., who heads Trans-Texas Theatres, Inc., was elected recently as president of the Texas Drive-In Theatre Owners Association at the organization's annual convention.

PARA.-BRONSTON'S "ROMAN EMPIRE" . . . following page 6

ELVIS IN HIS FIRST DOUBLE ROLE!

...Mountain Man and Missile Man!

AND
GIRLS
AND
FUN
AND
GIRLS
AND
SONGS
AND
GIRLS
AND
LAUGHS
AND
GIRLS
AND



HEY!! HEY!! ELVIS and his HILLBILLY kinfolk got the JUNCTION jumpin' with JOY!!!

METRO-
GOLDWYN-
MAYER
presents

ELVIS
PRESLEY

Elvis joins his mountain kinfolk for a hey, hey, hayride to good ol' mountain music!

See the kittyhawks, the most beautiful collection of mountain cuties ever!

KISSIN' COUSINS

Panavision® AND METROCOLOR

CO-STARRING ARTHUR O'CONNELL · GLENDA FARRELL · JACK ALBERTSON · PAM AUSTIN · CYNTHIA PEPPER · YVONNE CRAIG

SCREEN PLAY BY GERALD DRAYSON ADAMS and GENE NELSON · STORY BY GERALD DRAYSON ADAMS · DIRECTED BY GENE NELSON · PRODUCED BY SAM KATZMAN · A FOUR LEAF PRODUCTION

Elvis sings 1
new songs
on another
great LP
Soundtrac
Album fro
RCA Victo

MONEY!!!

AT YOUR BOX-OFFICE COME MARCH!

**M-G-M
IS ON THE
MOVE!**

The Trade Paper Read by Choice—Not by Chance

MOTION PICTURE EXHIBITOR Plus SHOWMEN'S TRADE REVIEW

Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 109 Market Place, Baltimore, Md. 21202. New York field office: 1600 Broadway, Suite 604, New York 10019, West Coast field office: William M. Schary, 818 S. Curson Ave., Los Angeles, Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.: Albert Erlick, editor; George Frees Nonamaker, feature editor; Mel Konecoff, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscriptions: $2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, $5 per year (50 issues). Special rates for two and three years on application. Single copy 25¢. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WAlnut 2-1860.

MEMBER AUDIT BUREAU OF CIRCULATIONS

Volume 71 • No. 7

FEBRUARY 26, 1964

JUST ONE VOICE WAS MISSING

"CBS Reports" took a sharp and penetrating look at the problems of the motion picture industry recently in a documentary, "The Flight From Hollywood." Host Harry Reasoner interviewed personalities like Otto Preminger, John Huston, Marlon Brando, Carl Foreman, George Stevens, and Sam Spiegel, and the result was an interesting and fair account of where the industry is and where it is going.

While we were watching, it occurred to us that one very important part of the motion picture industry was being ignored entirely—the theatreman. These producers and directors discussing films and the future were men that obviously envisioned their works being shown in well-equipped, well operated theatres, on large screens, and with all the projection and sound equipment that only the theatre can provide. With that in mind, we couldn't help but wish that the exhibitor had been given a voice somewhere in the program to explain his position and why admission prices have soared to a point of keeping many away from attending the theatre.

He might have started his segment of the program with a Biblical reference from the Book of Genesis: "Each of us is responsible for what happens to our neighbor." This has long been forgotten in the motion picture industry. Theatremen who should be treated as valued customers instead are forced to bid blind for pictures. A seller's market, strengthened by a product shortage, makes it possible to ignore the fact that court decisions, all the way up to the Supreme Court of the United States, have plainly said that the industry is free to do business in ways other than suicidal bidding.

The exhibitor might have told the video audience that the motion picture industry is one in which the legal beagles make more money than even top sales executives, thanks to long and involved law suits that drain the industry of its strength and vitality. Sales policies demand the same terms from second and third runs as from first runs.

The exhibitor also could have told of looking to the "so-called Justice Department" for redress of legitimate grievances. The response has been a see not, hear not, speak not attitude.

The exhibitor might have said that he is seeking desperately for a higher court of appeal, and is considering talking to his Congressmen and Senators.

The exhibitor might have told his television audience that he, too, is in favor of better pictures, but that the industry must also be made to realize its internal responsibilities. He might have said that he fervently hopes a code of ethics will be evolved that will enable buyer and seller to operate in a mood of mutual respect.

At this point, TV host Reasoner might have turned to Stanley Warner attorney Stuart Aarons, whose long experience in the legal world of the firm industry also encompasses representation of Warner Brothers Pictures. Here is a man who can see clearly from actual experience both sides of the complicated legal situation.

The motion picture industry, said Aarons recently, must evolve an ethical code, arbitration system, or some such machinery to adjudicate the disputes between factions that threaten to tear the industry apart. Can anyone deny this?

If it is true that we are all brothers, ours is a business that seems bent on fratricide. Screams would rise even higher if exhibitor and distributor could change sides for awhile. That may be impossible, but it should not be impossible for each side to recognize and sympathize with the other.

The exhibitor might have said to the television audience that never in the history of the motion picture industry has he faced the future with more fear and uncertainty, and that most of that fear and uncertainty stems directly from the current suicidal unfair bidding situation, conducted in secret as in no other industry. Supreme Court Justice William Douglas said in the consent decree, and we quote from memory, "Compulsory bidding was an improper remedy."

As we said, we missed the voice of exhibition on the otherwise extremely well-done and fair discussion of the industry by its arch-competitor, television. It is ironic but true that television displayed more sympathy and understanding of the problems facing motion pictures today than motion picture executives display.

Now, we'll sit back and hope for the sequel. We even have a title. Suppose we call it "EXHIBITION FINALLY FINDS ITS VOICE." It's about time that happened, don't you agree?

THE NEWEST "BUTCHER"

As if it weren't bad enough for the motion picture industry to be victimized by newspaper hacks who attempt to make a name for themselves by attacking films of proven boxoffice appeal, now some radio and television stations want to get in on the act.

A new "critic" has appeared on the Philadelphia scene, peddling his vitriol over the airwaves rather than from the printed page. He specializes in blasting every potential boxoffice winner and praising only those pictures designed for specialized showings.

Recently, he crucified "CHARADE" and "THE PRIZE," among others, As is well known, "Charade" is breaking boxoffice records, and "Prize" is doing very big business, so it is obvious that the public does not share his warped viewpoint. This is criticism designed to hurt, and in our opinion draw attention to himself.

The worthwhile critic must be interested in constructive action as well as a cleverly turned destructive phrase. The surprising fact is that the management permits such unfairness to be perpetrated.

Another sidelight to the unsavory situation is that someone who was stung unearthed some rather shocking news about this "critic's" private life, which indicates that his days of prominence may be numbered. It is a messy situation at best, but this "critic" in his desire for the limelight has brought it on himself.

"He that scatters thorns . . . let him not go barefoot."

What a wonderful time for a movie like this!

"ONE MAN'S WAY" IS EVERYONE'S MOTION PICTURE!

Made for mass appeal. An inspirational story, touched with romance, conflict, sorrow and triumph!" —FILM DAILY

ND IT'S BACKED BY HIS HEART-HITTING AMPAIGN!

READ HIS BOOK "THE POWER OF POSITIVE THINKING."
E EXCITING LIFE STORY OF NORMAN VINCENT PEALE
E SCREEN!
FRANK ROSS PRESENTS
ONE man's way
AND IT'S EVERYONE'S MOTION PICTURE!

This is the private life of one of the most talked about men in America! These are his fears and his joys...his victories and his triumphs...his love and his faith...all in a motion picture that teems with adventure!

STARRING DON MURRAY | CO-STARRING WILLIAM WINDOM CAROL OHMART | AND INTRODUCING DIANA HYLAND | Screenplay by ELE
Produced by FRANK ROSS | Directed by DENIS SANDERS

"me date a minister... are you crazy?"

er thought that this fun-loving teen-aged blonde would tumble
character with a book in his hands . . . and a fire in his eye!

FRANK ROSS PRESENTS ONE

In a world where people rush too fast, drive themselves too hard, and say so little to each other...

In a world where people want to reach for love but have forgotten how... what a refreshing experience this movie will be for you!

Here is a motion picture that is not ashamed of its heart... whose people are not sick of soul.

It is the story of a man who fought for what he believed in... sometimes with passion...sometimes with laughter...and always with the love of the exciting woman who shared his exciting dreams!

FRANK ROSS PRESENTS
ONE man's way
THE STORY OF NORMAN VINCENT PEALE

JRRAY | CO-STARRING WILLIAM WINDOM CAROL OHMART | AND INTRODUCING DIANA HYLAND
ORE GRIFFIN and JOHN W. BLOCH | Produced by FRANK ROSS | Directed by DENIS SANDERS
ook "Minister To Millions" by ARTHUR GORDON Released thru UNITED ARTISTS

THEATRE

WHAT MADE THIS MAN DIFFERENT FROM ANY OTHER?

he started as a crime reporter... but something inside him wouldn't let him rest...

he heard a frightened girl's scream for help... a beautiful girl's call for excitement... and answered both...

he could do a wild dance step...or preach a sermon... or calm a desperate murderess...

he is a minister...a rebel...a man you'll never forget!

FRANK ROSS PRESENTS
ONE man's way
THE STORY OF NORMAN VINCENT PEALE

STARRING DON MURRAY | CO STARRING WILLIAM WINDOM CAROL OHMART | AND INTRODUCING DIANA HYLAND | Screenplay by ELEANORE GRIFFIN and JOHN W. BLOCH | Based on the book "Minister To Millions" by ARTHUR GORDON
Produced by FRANK ROSS | Directed by DENIS SANDERS | Released thru UNITED ARTISTS

THEATRE

FRANK ROSS PRESENTS
ONE man's way

n praise
of joy...
and love...
and faith...
this man...
and this
motion pictu
are dedicated:

STARRING DON MURRAY | CO STARRING WILLIAM WINDOM CAROL OHMART | AND INTRODUCING DIANA HYLAND | Screenplay by ELEANORE GRIFFIN | Released thru UNITED ART
Based on the book "Minister To Millions" by ARTHUR GORDON | Produced by FRANK ROSS | Directed by DENIS SANDERS

THEATRE

"One for the whole family! Movie exhibitors are probably already counting the ready-made audience for 'One Man's Way'!"
— CORONET

BOOK IT NOW... THRU UA

NEWS CAPSULES

FILM FAMILY ALBUM

Diamond Rings

Mr. and Mrs. Robert M. Trautman, owners and operators of the Hill-Top Drive-In, Butler, Pa., announced the engagement of their daughter, **Helen Louise**, to **Lawrence Knee**, manager, Stanley Warner's Stanley, Pittsburgh, Pa.

Gold Bands

Arthur S. Diamond, son of **Samuel Diamond**, 20th-Fox Philadelphia branch manager, will be married to Judith Elaine Solomon on March 8 at Temple Israel, Philadelphia.

Miss Davi-Ellen Rosenzweig, daughter of **Mr. and Mrs. Bernard H. Rosenzweig**, Scarsdale, N. Y., was married to **Bruce A. Chabner**. Rosenzweig is head of the real estate department of Stanley Warner Corporation.

Obituaries

Charles I. Davidson, 50, booking executive-film buyer for Balaban and Katz, Chicago, for 30 years, died at the Elgin Hospital. He is survived by a daughter, a son, a brother and a sister.

Coley Kessinger, formerly a member of the Paramount Studios grip department for 30 years, and husband of **Pauline Kessinger**, manager, Paramount Pictures commissary, died at his Hollywood home.

Mrs. Sam Meyers, wife of the owner of the Teatro del Lago, Wilmette, Ill., and the Glencoe, Glencoe, Ill., died at Hot Springs, Ark. Survivors include her husband and a daughter.

Arthur M. Rapf, 76, pioneer exhibitor, died in his sleep at his New York home. He entered exhibition in 1917 with a chain of theatres; became a partner with **Herman Becker** and later with **Michael Rudin** and **Edward Rugoff**; and was associated with the Rugoff Theatre Chain. He is survived by his wife and three nephews.

Madeline Woods, former newspaper woman and publicist, died in South Shore Hospital, Chicago. During the 1920's she became publicity director for the Great States Theatre Circuit, a subsidiary of Balaban and Katz. She is survived by a sister.

New High For Fight TV

NEW YORK—The Theatre Network Television, Inc. (TNT) closed-circuit telecast of the Liston-Clay heavyweight championship fight was transmitted last night (Feb. 25) to a record 355 locations in the United States and Canada, it was announced by Nathan L. Halpern, president of TNT.

In this record closed-circuit network, there were 271 large screen television locations with total capacities for 1,103,451 persons at admission charges in theatres, arenas, and auditoriums. The largest network capacity until now was less than 700,000 persons on the first Liston-Patterson bout. The new record was made possible as a result of the new TNT Eidophor closed-circuit tv equipment, which provided nearly 40 per cent of the total large screen network capacity. Admission prices varied according to locations and cities, mostly from $4.00 to $10.00.

FORMS FOR THIS PAGE CLOSED
AT 5 P. M., ON MON., FEB. 24

"Tom Jones," "Cleopatra" Lead "Oscar" Nominees

HOLLYWOOD — United Artists' "Tom Jones" led the field with 10 Academy Award nominations, followed closely by "Cleopatra," 20th-Fox epic, with nine. Contenders for 1963 Oscar's in the major categories include the following:

BEST MOTION PICTURE — "Cleopatra," 20th-Fox; "America, America," Warners; "How The West Was Won," MGM-Cinerama; "Lilies Of The Field," United Artists; "Tom Jones, United Artists.

BEST ACTOR—Rex Harrison, "Cleopatra"; Albert Finney, "Tom Jones"; Richard Harris, "This Sporting Life," Continental; Paul Newman, "Hud," Paramount; Sidney Poitier, "Lilies Of The Field."

BEST ACTRESS—Rachel Roberts, "This Sporting Life"; Leslie Caron, "L-Shaped Room," Columbia; Shirley MacLaine, "Irma La Douce," United Artists; Patricia Neal, "Hud"; Natalie Wood, "Love With A Proper Stranger," Paramount.

BEST SUPPORTING ACTOR—Nick Adams, "Twilight Of Honor," MGM; Bobby Darin, "Captain Newman, M.D.," Universal; Melvyn Douglas, "Hud"; Hugh Griffith, "Tom Jones"; John Huston, "The Cardinal," Columbia.

BEST SUPPORTING ACTRESS — Diane Cilento, "Tom Jones"; Dame Edith Evans, "Tom Jones"; Joyce Redman, "Tom Jones"; Margaret Rutherford, "The VIPs," MGM; Lilia Skala, "Lilies Of The Field."

BEST DIRECTOR—Elia Kazan, "America, America"; Otto Preminger, "The Cardinal"; Federico Fellini, "8½," Embassy; Martin Ritt, "Hud"; Tony Richardson, "Tom Jones."

BEST SONG — "Call Me Irresponsible," from "Papa's Delicate Condition," Paramount; "More," from "Mondo Cane," Times; "So Little Time," from "55 Days At Peking," Allied Artists; "Charade," from "Charade," Universal; "It's A Mad, Mad, Mad, Mad World," from It's A Mad, Mad, Mad, Mad World," United Artists.

A complete list of Academy Award nominees in all categories will be carried in next week's issue.

New NGC Acquisition

LOS ANGELES—Directors of National General Corp., diversified Los Angeles-based theatre circuit operator, have authorized the acquisition, subject to NGC stockholder approval, of the 894,196 outstanding shares of guarantee stock of Columbia Savings and Loan Assn., through an exchange offer of National General debentures and common stock warrants for shares of Columbia guarantee stock tendered pursuant to the exchange offer, it was announced by Eugene V. Klein, NGC chairman and president.

BROADWAY GROSSES

Openings Boost Returns

NEW YORK—Some potent new openings caused a boxoffice spurt at Broadway ticket windows while the hold-overs continued to demonstrate their staying power.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the break-down was as follows:

"DR. CRIPPEN" (Warners). Paramount claimed $15,000 for the second stanza.

"CAPTAIN NEWMAN, M.D." (U). Radio City Music Hall, with usual stage show, did $114,000 from Thursday through Sunday, with the initial stanza sure to hit $165,000.

"THE CARDINAL" (Columbia). DeMille claimed $27,000 on the 11th week.

"BEST OF CINERAMA" (Cinerama). Loew's Cinerama did $14,000 on the ninth week.

"IT'S A MAD MAD, MAD, MAD WORLD" (UA-Cinerama). Warner Cinerama claimed $30,143 on the 14th week.

"MAN'S FAVORITE SPORT?" (U). Astor did $19,000 on the opening week.

"DR. STRANGELOVE OR: HOW I LEARNED TO STOP WORRYING AND LOVE THE BOMB" (Columbia). Victoria announced the fourth week as $38,000.

"SEVEN DAYS IN MAY" (Paramount). Criterion had a smash $67,000 for the first week.

"CLEOPATRA" (20th-Fox). Rivoli reported $17,000 for the 33rd week.

"LOVE WITH THE PROPER STRANGER" (Paramount). Loews State had $16,000 for the ninth week.

"DEAD RINGER" (WB). RKO Palace stated the opening week would tally $19,000.

"Stranger" Case Reargued

ALBANY—The Court of Appeals has scheduled rearguments March 23 in the Regents' appeal from a ruling by Appellate Division, which reversed the board's denial of a license for "A Stranger Knocks," on ground that the Danish film included two "obscene" sexual scenes.

Reason for highest state tribunal re-scheduling arguments is assumed to be that it tied, three and three, on the case when heard in late January. The seventh judge, Francis Bergan, who took office Jan. 1, could not participate. He had taken part in an earlier finding by Appellate Division.

This is believed to be the first time there has been reargument of a motion picture appeal case here in 40 years. When a tie vote ensues, Court of Appeals chooses a judge from another appellate division, or from State Supreme Court justices' list, who joins top court for the rehearing.

Four Appellate Division justices held that "U. S. Supreme Court decisions in Times Film Corp. vs. City of Chicago and Roth vs. United States Compel us to annul the determination of the Board of Regents. The sexual acts, which are implied rather than demonstrated, are an integral part of the play."

TONE Meet Cites Industry Surge

Broumas, Rifkin Bullish On Industry's Future; Other Speakers Discuss Pay-TV, Thievery, COMPO

BOSTON—"There's a new horizon looming in the motion picture business and we've got to meet the challenge it presents," John G. Broumas, assistant to the president of Theatre Owners of America, and chairman of the board, Maryland Theatre Owners Association, told the annual midwinter showmanship meeting of Theatre Owners of New England (TONE), attended by more than 100 exhibitors from all over New England.

"There is a great responsibility in being in the motion picture business. We are charged with entertaining the people of the U. S.; don't sell it short. We must adjust our thinking; distribution has problems; production has problems; exhibition has problems. I pray every night that the motion picture industry will be able to live together," he said calling for unity between exhibition, production, and distribution.

Guest speaker Broumas said that exhibition is bigger, stronger, because "we came up from the slump of eight and 10 years ago, when we began to analyze ourselves, our business, and our responsibilities.

"We challenged with new theatres, new methods; we challenged at the state levels and we challenged at the national level, and we won," he declared. "But," he cautioned, "we must continue to think big; this industry, the third largest in the world, will continue. Motion picture film is the greatest propaganda machine that ever came to this nation."

He advised the assembled exhibitors to do everything possible to "further your boxoffice," and detailed TOA's fight against toll television; drive for new product; attacks on industry problems; and growth efforts.

Julian Rifkin, TONE president, opened the session, lauding the exhibitors as the "most daring, progressive exhibitors in the world." He mentioned the many new theatres that have opened in the territory in the past 12 months, saying: "As sure as I'm standing here, there's a new vibrancy, a new push in the business that was badly needed. We couldn't have gone on much longer. Exhibitors needed more revenue, film companies needed more revenue. This new resurgence of theatres and new approaches are bringing people back to the movies. In the last few weeks pictures that have not been expected to do so have shown great strength, 'Strait-Jacket' and 'Dr. Strangelove,' among them."

Rifkin, at a panel session in the afternoon, reported "a new distribution method is coming in called 'Showcase,' in which a downtown theatre and drive-ins are coupled with first run booking, or downtown theatre and two or three or five suburban houses. He predicted that "Showcasing" will mean big business.

Arthur Lockwood, Lockwood and Gordon Theatres, lashed out at California's Subscription TV, warning that: "What happens in California that affects exhibition, will sooner or later affect us in New England. This was no small attempt to launch pay tv. This was a sneak attack, a Pearl Harbor launched by stealth and secrecy. In order to get a permit for closed circuit television, California law requires going to the legislature. These people got the tax code of California amended without a public hearing.

"As soon as exhibitors woke up and found that this gigantic corporation had landed in television with both feet, they launched a counterattack. These people sent a written offer to one of the majors, the largest offer ever made as a bid for a picture in the Los Angeles area. If that does not dramatically show that they are out to take pictures away from us, what does? They recognize that regardless of what they have, they cannot succeed without one commodity, first run pictures."

With the theme for the meeting, "See More in 64," and with the meeting room hung with posters and art from National Screen's Joe Rossi, Larry Lapidus, film buyer for Smith Management, gave a run down of new product upcoming for exhibitors with an analysis of the possibilities of each picture.

Addison H. Verrill, of Dale System, warned the exhibitors of mounting theft patterns in theatres throughout the country. He declared that the trend in employee crime today in all parts of the nation and in all industries is up.

In the survey of 3,500 entertainment areas, they found, he said, that there was a 4.9 per cent increase in dishonesty in the past year.

Some of the ways to prevent theft in theatres and what to watch for were outlined by the speaker, who said, "Here are just a few of the more common methods of employee thievery. Do any of them exist where you do business?

"Is it possible for any of your cashiers and ticket takers to work in collusion to resell tickets for private gain? Do you instruct any of your supervisory staff to make periodic surveillances of those who fill these job functions? Does your ticket taker deposit his tickets promptly in the receptacle? Does he put his hands in his pockets often?

"Does anyone go to the cashier's box other than the manager? Is the relief cashier ever one who has just taken, or shortly will take, tickets? Do you allow any person, even a manager, to serve as relief for both ticket takers and cashiers?

"Can your cashier continue to sell daytime tickets after price change in the evening and pocket the difference? Do you ever make a

(*Continued on page 15*)

AA Impresses Hyman With Feature Schedule

NEW YORK—Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, expressed himself as extremely impressed by Allied Artists' stepped-up release schedule and future plans following meeting with Steve Broidy, Allied Artists' president.

Hyman, accompanied by AB-PT executives George Aurelius, Phoenix; John Krier, Salt Lake City; Arthur Krolick, Buffalo; Hy Fine, Boston; and Morris Sher, New York, were briefed on the merchandising plans for 12 completed pictures Allied Artists has set for distribution in the first seven months of this year, and were given an outline of other productions now in preparation for the company's release.

D-I Unit Raps Censors; Exhib Classification Okay

DALLAS — The Texas Drive-In Theatre Owners Association has condemned newspaper censorship of film advertising, and passed a resolution to that effect.

The resolution states: "We believe that censorship is an invasion of freedom of the press, freedom of thought, and freedom of communication. Since the Supreme Court of the U. S. has said, 'Expression by means of motion pictures is included within the free speech and free press guaranty of the First and 14th Amendments,' this association believes that motion picture exhibitors are entitled to the same constitutional protection as all other citizens.

"That this association continues to express its opposition to any group, regardless of their good intentions and motives, law enforcement body, or law officers who desire to create standards of judging motion pictures which substitutes their judgment for the judgment of the community and the courts.

"That this association expresses its alarm at newspapers and other news media which have arbitrarily censored advertising and exploitation of motion pictures.

"That while this association is proud of its efforts to enlighten the legislature of the State of Texas regarding the evils of censorship, it is of the firm belief that continued vigilance is required to eliminate unwarranted censorship legislation.

"That this association recognizes that in certain given situations the classification of motion pictures by exhibitors which advises their theatre patrons of the type and kind of motion picture being exhibited is warranted.

"That this association again warns that unless certain producers and distributors of motion pictures discontinue the release of motion pictures and trailers advertising them which are produced solely to make a 'fast buck' at the box office, the results will be greater efforts towards censorship at the local, state and federal levels.

"That this association urges its membership and all exhibition to use good taste and good business judgment in advertising and exploiting pictures exhibited in their theatres."

Shafton Fixer For VCI

NEW YORK—Eddie Shafton, Omaha, has been appointed international fixer (legal adviser) of Variety Clubs International, it was announced by Rotus Harvey, Variety's international chief barker.

A prominent attorney and civic leader who has been most active in Variety for many years as well as in dozens of other Omaha charities, Shafton previously served as international fixer for approximately 25 years.

"Becket" To Show-A-Rama

KANSAS CITY—By special arrangement with Show-A-Rama Convention, Hal Wallis' "Becket" has been selected as the major entertainment event of the seventh annual convention, which will be held March 3-5 in Kansas City.

The 70-millimeter spectacle will be shown at the Capri Theatre on Tuesday evening, March 3.

Fox Sees $55 Million "Cleo" Rental; Zanuck Cites 1963 Fiscal Turnabout

NEW YORK—With anticipated world film rentals of $55,000,000, "Cleopatra" will be one of the four highest grossing movies in motion picture history. Its first earnings contributed significantly to a projected "net profit of about $9,100,000 for 1963" for 20th Century-Fox.

These disclosures were made by Darryl F. Zanuck, president of 20th Century-Fox Film Corp., at a press conference held at the company's home office, in which he and Seymour Poe, executive vice-president of the company, gave detailed and statistical progress reports on "Cleopatra" and the corporate status of Fox.

During the course of the press conference, Zanuck disclosed that the estimated profit for 1963 "represents an improvement of $49,000,000 over last year."

On the basis of this impressive turn-about in the company's financial health, Zanuck announced that Fox is producing 41 major-budget films during 1964 and 1965, the biggest production program in the company's history.

Pointing out that "Cleopatra" has been "the object of more gossip, rumors and speculation than any other film ever produced," Zanuck said: "It is our intention to put this picture on a factual basis once and for all so that you can judge for yourselves whether or not 'Cleopatra' is a success.

"Probably the most prevalent rumor has been that the life or death of this company depends on 'Cleopatra.' Our discussion today . . . will demonstrate conclusively that 'Cleopatra' is but one important factor in our health and hopes."

Poe, who reported on the "Cleopatra" phase of the conference, revealed that $25,925,000 worth of tickets have been sold. As of Feb. 15, he stated, Fox has earned $14,208,000 in film rentals from the picture's world-wide exhibition in 141 roadshow engagements throughout the world.

The Todd-AO picture will have recouped its entire cost when film rentals reach $44,000,000, Poe explained. The projected $55,000,000 film rentals, he added, will produce an $11,000,000 contribution to overhead and profit.

Turning to the 20th-Fox production program, Zanuck outlined "a regulated schedule of major productions involving the most important talent in the industry." He stated that, "We are dedicated to the proposition that the inherent strength of a film company lies in its production program and its ability to get maximum returns through distribution."

Among the 26 productions which he "documented with names, places and starting dates" were the following:

Rodgers & Hammerstein's "The Sound of Music," which starts March 26, with Julie Andrews and Christopher Plummer starred; "Those Magnificent Men in their Flying Machines," May 11, with Susannah York, Fernandel, Britt Ekland, Terry-Thomas, Robert Morley, Albert Sordi, James Fox; "The Agony and the Ecstasy," starting June 1, with Charlton Heston and Rex Harrison; "Goodbye, Charlie," starting in March, starring Tony Curtis and Debbie Reynolds; "John Goldfarb, Please Come Home!," March, with Shirley MacLaine; "Erasmus with Freckles," March, starring James Stewart; "A High Wind in Jamaica," June, starring Anthony Quinn.

"Ben Hur," "Gone With The Wind," and "Ten Commandments" were the only other films to reach the projected figure for "Cleopatra." It was estimated that the theatre boxoffice gross can go to 125 million dollars based on the 55 million rental figure, the latter to come in within three to four years.

Zanuck stated that he has no intention of resigning the company presidency and that he will run for re-election in May at the forthcoming stockholder meeting. He expects to be tied to the company for at least the next few years.

By mid-summer, "Cleopatra" will have played in over five hundred theatres, and the next stage will be non-reserved performances, where only the number of tickets will be sold at each performance as there are seats. Admission prices will be lower than when seats were reserved. The first such performance at the Century Theatre, Hamilton, Ontario, brought in a record figure for the theatre based on only two performances.

He anticipated that 1964 will be a profitable year since all of the pictures look promising, and he felt the subsidiaries will continue to improve. He will consider the various new processes being offered on the market, but at present he still thinks that Todd-AO is the best he has seen.

Poe admitted that a few bookings have not come up to expectations on "Cleopatra," but he has not offered any adjustments nor does he intend to offer any.

Twenty-eight millions in film rental are in thus far on "The Longest Day," and he expected the eventual potential to reach 30 to 35 millions. Thus far, $12,800,000 are from domestic and $15,200,000 from foreign, with the latter not getting a hiatus as was the case here when it was withdrawn to emerge again on June 6, the 20th anniversary of D-Day, at which time 400 theatres will resume playing the film.

As far as Zanuck is concerned, he would like to see most of the future pictures produced at the studio because there is a continuing studio overhead of $5,700,000 to be covered and also because better supervision and control can be maintained.

AA Ups Miss Segall

NEW YORK—Etta Segall has been appointed Allied Artists office manager, serving under New York branch manager Nat Furst, it was announced by Roy M. Brewer, manager of the company's exchange operations.

Miss Segall will continue in her capacity as Allied Artists head broker in the New York branch.

Basle Theatres Sold

PITTSBURGH—Associated Theatres has bought Basle Theatres, Inc., Washington, Pa. Included in the purchase are the Basle, Washington, Pa.; 19 Drive-In, near Washington, Pa.; and two Mt. Lebanon drive-ins north of Pittsburgh. Associated will open a new house, the Crest, in a shopping center across the highway from the Mt. Lebanon drive-ins.

Beatles Show To Launch NGC Closed-Circuit TV

HOLLYWOOD—Stockholders applauded the revelations by Eugene Klein, president and chairman, National General Corporation, at the annual meeting that the Beatles had been signed for closed-circuit shows, two on a Saturday and two on a Sunday, for some 100 theatres across the country. The first will be live in March and a tape repeat in May. Also, at least three multiple-production deals are in progress, marking the circuit's entry as a film backer and distributor.

The Beatles event marks the start of NGC's closed-circuit operation and marks a departure from the usual theatre closed-circuit, which heretofore have been mainly sports events. The boxoffice scale for the Beatles is planed to be $2 and $2.50, with 20 of the theatres to be NGC's. The Beatles deal calls for them to get a guarantee against percentage, and other acts will round out a two-hour show to be packaged by Irving H. Levin, NGC executive vice-president and head of the closed circuit subsidiary, Theatre Color-Vision.

General Electric big-screen, closed-circuit Talaria equipment is on the production line, but meanwhile present equipment will be used in many theatres for The Beatles, who will be seen in black and white. Merchandise items tied in with the performers will be on sale in the lobbies.

Klein said the Indianapolis Memorial Day speed races, an MCA exclusive, will be shown in a number of NGC theatres, as will the Liston-Clay fight.

Klein estimated higher earnings this year. He revealed the company plans further diversification by going into the savings and loan field. All diversifications are profitable, he told the stockholders at the Fox Wilshire Theatre.

All directors were elected and officers continued for another year. Resolutions, including the extension of 550,000 share executives' stock options until 1970, were carried by a large majority.

Conspiracy Suit Filed

SACRAMENTO, CALIF.—A. J. Longtin, former operator, Encore, first-run downtown house, has filed a $1,500,000 treble damage suit in Federal court against Buena Vista, Paramount, Columbia, MGM, 20th-Fox, United Artists, Warner Brothers, and Fox West Coast Theatres Corporation. Listed as co-conspirators are United Artists Theatre Circuit, United California Theatres, Inc., Blumenfeld Enterprises, and Universal.

Longtin claims he was unable to obtain first run product at the Encore because of an alleged conspiracy among the companies, and that as a result he was forced to sell a leasehold interest in the theatre to Blumenfeld Enterprises of San Francisco. The suit alleges that they began to show first run pictures as soon as they acquired the house.

MGM Latin Managers Meet

SAN JUAN, PUERTO RICO—Maurice Silverstein, president of Metro-Goldwyn-Mayer International, accompanied by Seymour R. Mayer, first vice-president, met with the company's Latin American managers here over the weekend.

The three-day sessions focussed on release policies and merchandising plans for MGM's releases throughout the remainder of this year, including next Christmas.

Memphis Censors On Spot In "Women Of World" Suit

MEMPHIS—The Judge of the Federal Court, where Embassy Pictures' suit against the Memphis and Shelby County Censor Board is filed, refused to dismiss the suit.

Memphis' official attorneys contended that the federal judge should abstain from hearing the case until the Censor Board's ruling could be reviewed in state courts. The suit involves the travelogue, "Women of the World," which was banned Sept. 18 after the distributors, Embassy Pictures Corp., New York, refused to delete four sequences which the Board termed objectionable.

The suit filed by Embassy's attorneys challenged "local law on the ground that it impinges on fundamental civil liberties protected by the 14th Amendment." The suit also charged the Board with violating the First Amendment, and that censorship of the film deprived Embassy Pictures of $25,000 in royalties that would have been collected had the film been shown in Memphis. The suit also seeks a court injunction against the Memphis and Shelby County Board of Censors to prevent its interference with the showing of the film, and a declaratory judgment that the city's censorship ordinances are unconstitutional.

Criminal Court Judge W. Preston Battle on Jan. 31 declared unconstitutional a state censorship law and threw out an indictment charging Guild manager William Kendall with possessing an obscene film for the purpose of exhibition.

"The sparring rounds in the 'Women of the World' censeorship bout are over, and the arena is set for the main event, which may end with censorship being knocked right out of the ring," wrote the amusements editor of the Memphis Press-Scimitar.

COMPO Committee Plans Campaign For Repeal Of Federal Ticket Tax

Robert H. O'Brien, president, MGM, and producers Robert Emmett Ginns and Robert D. Graff, Sextant Films, recently signed contracts for the production of "Young Cassidy" to be made at the MGM British studios and on location in Ireland for MGM release.

Exhib-Producer Encouraged

HARTFORD—Exhibitor response to Norma Film Productions' initial attraction—the filmed-in-Greece "Antigone," has been most encouraging, Sperie P. Perakos, executive producer, reports.

Norma, a Connecticut-based corporation, has had more than 60 bookings in the U. S. and Canada for "Antigone," which stars Irene Papas and has English sub-titles.

Ellis Films is releasing.

Perakos is also vice-president and general manager of Perakos Theatre Associates.

NEW YORK—At a meeting at the COMPO office, the organization's tax repeal campaign comittee made plans to present its case for repeal of the federal motion picture theatre admissions tax at an early date to the House Ways & Means Committee.

The committee also stepped up organization of the tax campaign committees in all of the 50 states and 435 Congressional districts. The purpose, it was explained, would be to obtain pledges from all Senators and Congressmen to support and work for passage of a bill repealing the current federal admissions tax.

In a statement by the two co-chairman of the committee, C. Elmer Nolte, Jr., Baltimore, representing National Allied on the committee, and LaMar Sarra, Jacksonville, representing TOA, it was emphasized that the tax was a burden on theatres operating in central business districts, either at a loss or on a narrow margin. The statement added that this tax forced the closing of many theatres and accordingly has had a corrosive effect on surrounding business areas, thus contributing to the downtown rot that has been a growing problem in many municipalities.

"The fact that the House Ways & Means Committee is going to hold hearings on all excise taxes in the near future," said the statement, "is a most encouraging sign, because until now the committee has been adamant in its refusal to give any consideration whatsoever to excise tax reform. However, recent action by the Senate Finance Committee and the close vote on proposals for excise tax reform in the full Senate, indicate that there is strong sentiment in Congress for excise tax relief.

"We are aware that such support will not be forthcoming unless there is concerted and vigorous effort by exhibitors to persuade Congressmen and Senators to give such needed relief to our industry.

"We urge all exhibitors to serve on state and Congressional tax repeal committees and to see to it that they themselves and other exhibitors present our case to all Congressmen and Senators."

Members of the committee, besides Sarra and Nolte, are Edward Cooper, representing MPAA; William Namenson, representing ITOA; Martin H. Newman, representing MMPTA; Richard Walsh, representing IATSE; and Charles E. McCarthy, executive vice-president of COMPO.

AIP Increases Revenue 40 Per Cent; Plans Entry Into TV, Theatre Areas

NEW YORK—American International Pictures' president James H. Nicholson and executive vice-president Samuel Z. Arkoff hosted a breakfast for the trade press, at which time they announced that for the fiscal year 1963 to 1964, ending Feb. 29, American International Pictures increased its world wide revenue by 40 per cent.

Nicholson stated that for the coming year, American International will release a minimum of 22 top budgeted attractions, which will include "Muscle Beach Party," "Masque of the Red Death," "Bikini Beach," "Captive City," "War Head," "Rumble," and "When the Sleeper Wakes." American International will also release another Poe tale, "City in the Sea."

"American International Pictures," the AIP toppers stated, "will enter the television production field with two series, the first based on "Beach Party" and the second based on "It's Alive," a film scheduled for release within the next year.

Arkoff further stated that he and Nicholson are on the look-out constantly for solid commercial properties already produced that will fit in with American International Pictures' distribution pattern internationally. He said that David Horne, vice-president in charge of foreign distribution, is currently on a swing through the Far East to discuss new releasing arrangements and also to look at products available in those countries.

In response to a query from one of the reporters as to how he enjoyed working with AIP, comedian Buddy Hackett answered, "It's a young strong company and they make movies at a substantial profit and that's good business."

Producer Roger Corman talked about his forthcoming film for American International, H. G. Well's "When the Sleeper Wakes." The film, which will begin shooting in London in mid-May, has been slated as American International's most expensive and elaborate production to date. Corman also stated that in addition to the product that AIP is already releasing for his Filmgroup Corporation, he will release the entire backlog of Filmgroup products through AIP, as well as three new films. Some of these films, as well as the three new films, will be released domestically. Also, some of the product will be released by American International in the foreign market.

Nicholson and Arkoff announced that they are planning to build or acquire theatres in shopping centers and drive-ins in those areas where AIP's product is not getting a satisfactory release. But under no circumstances will American International enter any area in opposition to any of its present exhibitor customers. Nicholson's background before he started American International with Arkoff 10 years ago, was in the field of exhibition.

Para. Signs Indie Pact

HOLLYWOOD—Paramount Pictures, adding to the impressive three-year production and releasing schedule revealed earlier this month, has concluded negotiations on a three-picture deal with Douglas-Lewis Productions, it was announced by George Weltner, executive vice-president of Paramount Pictures, and Edward Lewis, vice-president of the Kirk Douglas-Edward Lewis company.

Douglas will star in two of the three properties, the announcement said. The contract with Paramount marks the first such pact negotiated by the newly formed Douglas-Lewis company.

First production to go under the agreement will be "Seconds," a contemporary suspense tale to be made in conjunction with John Frankenehimer's company.

The Brass Bottle

is pure boxoffice gold!

The Brass Bottle

in EASTMAN C

UNIVERSAL
CITY STUDIOS

......AND THE EXCITING BOXOFFICE RESULTS THROUGHOUT TEXAS HAVE GENERATED THE FOLLOWING COMMENTS FROM SHOWMEN IN THAT AREA.

OUR HEARTIEST CONGRATULATIONS TO ALL AT UNIVERSAL FOR AN OUTSTANDING CAMPAIGN IN THIS AREA FOR "THE BRASS BOTTLE." THE EXCITEMENT GENERATED BY YOUR IMPRESSIVE AND FAR REACHING PROMOTIONAL ACTIVITIES RESULTED IN EXCELLENT BUSINESS AT THE BOXOFFICE.

Raymond Willie, Interstate Circuit, Inc.
W. E. Mitchell, Texas Consolidated Theatres

THE EXCITING WORLD PREMIERE CAMPAIGN UNCORKED A TERRIFIC FIRST WEEK'S GROSS FOR "BRASS BOTTLE" AT LOEW'S STATE, HOUSTON.

Bernie Myerson, Exec. Vice Pres. of Loew's Theatres

"THE BRASS BOTTLE" PROMOTIONAL EXCITEMENT RESULTED IN BIG BOXOFFICE AND CLEAN SWEEP AT THE CANDY AND POPCORN CONCESSION WITH KIDS AND THEIR FAMILIES OVER THE WEEKEND ENJOYING THE FUN AND FROLIC OF THE FILM.

Homer McCallon, Manager, Loew's, Houston

UNIVERSAL'S CAMPAIGN ON "BRASS BOTTLE" EXCITED THE BOXOFFICE TO SUCH AN EXTENT THAT WE ARE HOLDING OVER FOR ADDITIONAL PLAYTIME IN OUR MORE IMPORTANT THEATRES. GIVE US ANOTHER ONE LIKE THIS AS QUICK AS YOU CAN. SINCERELY

E. D. Hayle, Jefferson Amusement Co.

YOU'VE CERTAINLY MADE A BIG STIR IN TEXAS WITH THE ADVERTISING AND PROMOTION CAMPAIGN ON "BRASS BOTTLE." OUR GROSSES ARE GREAT! FAMILIES LOVE "THE BRASS BOTTLE" WHICH IS VERY GRATIFYING TO US—LET'S HAVE ANOTHER PICTURE OF THIS TYPE WITH A CAMPAIGN TO MATCH.

John Rowley, President, Rowley United Theatres

TONY RANDALL
BURL IVES
BARBARA EDEN

and Luscious
LULU PORTER
International Dancing Star!

Co-starring
EDWARD ANDREWS · KAMALA DEVI
Screenplay by OSCAR BRODNEY · Directed by HARRY KELLER
Produced by ROBERT ARTHUR
A Universal-Scarus, Inc., Production · A UNIVERSAL PICTURE

Bronston Expands Cinerama Pact Via "Paris" And "Brave New World"

NEW YORK—In a joint announcement issued by independent motion picture producer Samuel Bronston and William A. Foreman, president of Cinerama, it was disclosed that agreement had been reached for Bronston to produce this year two multi-million dollar films to be released throughout the world in the Cinerama process.

Initiated in meetings at the Bronston Studios in Madrid last month and finalized during later sessions in New York, this agreement represents the first time Cinerama has joined with an independent producer to make feature films in the unique wide-screen process.

Bronston revealed that the first of his two Cinerama projects will be entitled "Paris 1900" and will be directed by famed Italian director Vittorio De Sica. Production is planned for Paris, Rome, and Madrid beginning in mid-summer. The story will be a Grand Hotel-type series of episodes laid against the colorful background of the Paris World's Fair of 1900. A cast of international favorites is currently being considered and will be announced as contracts are finalized.

The second picture, according to Bronston and Forman, will be the long-heralded "Brave New World." This work, by the late Aldous Huxley, rates high among all-time international best sellers. It will be directed by British director Jack Cardiff and will be filmed in the Bronston Studios in Madrid. "Brave New World" is a realistic and controversial look into the world of the future and will represent probably the biggest project ever attempted in the "science-fiction" genre of filming.

Both pictures, said Bronston, are presently deep in work under the supervision of Academy Award winner Philip Yordan, who is associated with Bronston in all his projects. Writers and technicians are currently employed in Madrid readying both films for production in coming months.

The Bronston-Cinerama announcement followed hard on the heels of the earlier disclosure that the Bronston production of "Circus World" will be released in Cinerama in the Western Hemisphere prior to its release by Paramount Pictures. The John Wayne-Claudia Cardinale-Rita Hayworth starring vehicle, which recently completed shooting, will be presented in June in Cinerama theatres according to an agreement reached with Paramount Pictures. No plans for the post-Cinerama distribution of "Paris 1900" and "Brave New World" have been established.

In a joint announcement, Bronston and Paramount said that Cinerama "would add immeasurably to the impact and stature of 'Circus World.' There is no question that the 35-millimeter engagement also will benefit substantially by the initial Cinerama openings."

Paramount Pictures and Samuel Bronston Productions have a financial interest in the Cinerama presentation of "Circus World." The film will be shown on a reserved-seat, road show basis in the Cinerama engagements.

Charlotte Leads WB Drive

NEW YORK—The first five places in the "Winners from Warners" sales drive are held by the company's Charlotte, Albany, Dallas, Omaha, and Oklahoma City branches, in that order, at the end of the 18th week of the five-month campaign.

First Date For "PT-109" Set In Dallas, Houston

NEW YORK—The first engagement for "PT 109," when the Warner Bros. motion picture drama about John F. Kennedy's wartime adventures is again placed in distribution, will begin on March 19 at 16 theatres in the Dallas and Houston areas. Engagements elsewhere now are being set to follow during March, April, and May.

Warner Bros. had withdrawn "PT 109" from distribution on the day the President was assassinated.

Prince Joins Embassy

WASHINGTON—Clarence E. Prince has been appointed Washington sales representative for Embassy Pictures, it was announced, by Leonard Lightstone, executive vice-president.

Prince, who will shortly re-establish Embassy's branch office in Washington, D. C., is operating at present through the Philadelphia office, under the direction of Irving Lomis, east-central district manager.

An industry veteran, Prince most recently was with 20th-Fox. Previously, he spent 22 years with Metro-Goldwyn-Mayer in various sales capacities, all in the Washington area.

RKO Circuit Ups Samuels

NEW YORK—Milton Samuels has been promoted to special assistant to Harry Mandel, president of RKO Theatres. He will work closely with Tom Crehan, Mandel's executive assistant.

Samuels joins RKO Theatres operating department from the Glen Alden Corporation, parent company of RKO, where he has been handling special assignments since 1958.

Peppercorn Elected V-P, Sales Chief Of Cinema V

NEW YORK—Cinema V, Ltd. announced that Carl Peppercorn had been elected executive vice-president of the company and appointed the general sales manager in charge of distribution.

Cinema V, Ltd. intends to acquire U. S. or world distribution rights for films acquired or co-produced in the United States, Europe, and other countries. Its first acquisition was "Heavens Above," produced by Roy and John Boulting and starring Peter Sellers, which is being distributed through Janus Films, Inc.

Cinema V is now setting up distribution. Peppercorn intends to establish headquarters in New York City.

Peppercorn, prior to joining Cinema V, Ltd., was vice-president and general sales manager of Embassy Pictures Corporation. Prior to that time, he was vice-president and general sales manager of Continental Distributing, Inc., and held a variety of executive sales positions with RKO Radio Pictures.

Donald S. Rugoff, president of Cinema V, Ltd., stated that he was delighted to have Peppercorn in charge of distribution because of his experience and the high regard in which exhibitors hold him, and was optimistic about the future of the company.

AA From Red to Black

NEW YORK—S. Broidy, president of Allied Artists Picture Corporation, announced that the operations of Allied Artists and its wholly-owned subsidiaries for the 26 weeks ended Dec. 28, 1963, as shown by the books without audit, resulted in a net profit of $259,000. This compared with a net loss of $334,000 for the corresponding period in the previous year. Due to prior year losses, no provision for federal income taxes was necessary in either year.

The gross income for the 26-week period in 1963 amounted to $8,304,000 as compared with $11,009,000 for the same period in the previous year.

Pen poised for the official signing, Max E. Youngstein, seated, and David Karr, left, met recently in the New York office of Columbia Pictures to finalize an exclusive multi-picture production deal with Columbia. Attending for Columbia were executive vice-president Leo Jaffe and M. J. Frankovich, first vice-president, right.

Public Accommodations Blocks N. C. Integration

ASHEBORO, N. C.—Continued racial demonstrations, launched here several weeks ago with the announcement that they were aimed principally at motion picture houses, were termed unjustified by Mayor R. L. Reese, who noted that both of the city's two motion picture houses now are integrated, as are some motels and restaurants, as well as other facilities. Only one of the houses formerly was racially integrated.

Negro leaders said the demonstrations would continue against places of business which have not lowered racial bars.

At Goldsboro, where there once were demonstrations aimed at theatres, drug stores and restaurants, a bi-racial committee, appointed by the mayor to attempt to alleviate the situation, reported that it had made progress in getting some places to integrate but that it had been unsuccessful thus far in the field of public accommodations.

It said, "Much time has been spent in our effort to find a solution in the field of public accommodations," but "the operators insist that they will lose patrons if they desegregate and that substantial financial loss will result."

The committee added that "on the other hand, the Negroes insist that as citizens, they have the right to use facilities offered to the public and that a denial to them of their use is an affront to their race."

"The bi-racial committee has appealed to the operators to open their facilities to Negroes on a selective basis," the report said. "It is suggested that they use their discretion in accepting Negro guests just as they do with white guests. Certainly at the outset, the white people generally were not ready to accept the idea."

Demonstrations have been halted at Goldsboro for some time in order to give the committee time in which to do its work.

At Dunn, where there also have been demonstrations in an effort to integrate places of public accommodations, including theatres, the mayor announced that integrationist leaders had agreed to call off further demonstrations until after an impending referendum on an impending municipal bond issue to provide funds for a new hospital and new water and sewer facilities. The Rev. B. B. Felder, NAACP leader in charge of the demonstrations, said he had agreed to the request that there be no further demonstrations until after election.

At Raleigh, the North Carolina State Good Neighbor Council, appointed some time ago by Governor Sanford, reported that all theatres in Charlotte and Winston-Salem have been integrated, as well as all indoor theatres at Greensboro.

Africa Distrib Firm Meets

NEW YORK—The board of directors of the American Motion Picture Export Company (Africa), Inc., heard a progress report by Jack Labow, general manager, concerning the organization's progress during the past year.

Since its establishment two years ago to distribute the films of Columbia, Metro-Goldwyn-Mayer, Paramount, 20th Century-Fox, United Artists, Buena Vista, and Warner Bros. in West Africa, the organization has become the dominant force in film distribution in the area. Plans for expanded activities during the coming year were discussed.

All of the incumbent officers of the company were re-elected at the meeting: Ralph Hetzel, president; George Vietheer, vice-president; Herbert Erlanger, secretary; and Thomas McNamara, treasurer.

Off-Hour School Functions Seen Hurting Boxoffice

MINNEAPOLIS—Ray Vonderhaar, president, North Central Allied Theatre Owners, attacked Friday and Saturday night school functions which he said are cutting sharply into box-office returns.

He said, "We think it time for school boards to take stock of the situation. Before building bigger auditoriums to seat more people to be entertained at more school functions, let them consider such factors as profit from which to pay taxes levied against theatre property for the support of education (and government generally) is derived from box-office patronage.

"When the theatre, placed in direct competition with tax-financed schools, ceases to operate and contribute its tax chunk, what monies can be found to compensate for the loss? Theatre profit, siphoned into school chanels via non-educational weekend functions for admission or free for donation, receive no public accounting. Over and above the even-increasing tax needs for school support, this money is pure cream—the frosting on the cake. While it cuts away the theatre's tax-paying ability, it in no way increases the school's operational income.

"Teachers are hired for a five-day week. With extra curricular activities cutting into teacher off-time, school boards can expect to face a choice; pay over-time to instructors or hire more of them. In either case, the result is increased expenditure."

Interstate-Tex. Consolidated Circuits Map Joint Meeting

DALLAS—The city managers, theatre managers, and city publicists of the Interstate-Texas Consolidated Circuits will meet April 15 to 17 for the first time in several years, according to John Q. Adams, executive vice-president.

Adams said the 125 Interstate and Texas Consolidated employees attending the three day meeting at Holiday Inn Central would include department heads and general office workers in Dallas.

Raymond Willie is vice-president and general manager of Interstate Theatres, while W. E. Mitchell holds the same position with the Texas Consolidated circuit. The two theatre chains operate 79 theatres in 26 Texas cities.

The program is still in the planning stage. It will follow the general theme of reviewing the past and looking to the future in all phases of theatre operations. Executives of the two circuits and leading figures in the motion picture industry will be on the program.

Interstate and Texas Consolidated are planning a special event on the closing day of the convention with the 45 amusement editors of newspapers in cities where the circuits operate as guests of honor.

Producer-Exhib Goes South

ALBANY—Alan V. Iselin, Iselin Theatres, with offices in Albany, and Del Tenney, Iselin-Teney Productions, New York City, will shift the locales of their second horror package, "Frankenstein Meets the Space Monster" and "Voodoo Blood Death," to Florida. Their first pair, "Invasion of the Zombie" and "Horror of Beach Party," were produced around Stamford, Con. 20th Century-Fox recently acquired the domestic rights to these films.

Fast Pace For Mirisch; 12 Pix In Various Stages

NEW YORK—With two major films currently in production and four pictures in preparation for production this year, in addition to three top films now in release, and three pictures completed and awaiting release, all through United Artists, The Mirisch Corporation is believed to have set a new high in activity for any independent film-making organization.

Currently on the production roster are John Sturges' "The Satan Bug," starring George Maharis, Richard Basehart, Anne Francis, and Dana Andrews, and Billy Wilder's "Kiss Me, Stupid," starring Dean Martin, Kim Novak, and Peter Sellers.

Scheduled for filming later this year are "Return From The Ashes," to be produced and directed by J. Lee Thompson, screenplay by Julius Epstein; "The Hallelujah Train," produced and directed by John Sturges, screenplay by John Gay; "A Rage to Live," Walter Mirisch producing John T. Kelley's screen adaptation of the John O'Hara novel; and "The Confessor," a John Frankenheimer production, screenplay by Nathan E. Douglas.

Presently in release internationally are Billy Wilder's "Irma La Douce," John Sturges' smash hit "The Great Escape," and Lewis J. Rachmil's "Kings of the Sun."

Completed and awaiting release by United Artists are two major comedies and an adventure film. Blake Edwards' "The Pink Panther," starring David Niven, Peter Sellers, Robert Wagner, Capucine, and Claudia Cardinale, opens for Easter in a selected number of key cities and later this spring at Radio City Music Hall, New York. "633 Squadron," Lewis J. Rachmil's production starring Cliff Robertson and George Chakiris, goes into release in early summer. "A Shot in the Dark," Blake Edwards' comedy with Peter Sellers, Elke ,Sommer, and George Chakiris starred, will go into release this Christmas.

Atlanta Tops Para. Drive

NEW YORK—Paramounts six-month "Tribute to Charles Boasberg" sales drive has been won by the Atlanta branch, managed by Gordon Bradley, it is announced by Fred Leroy, drive chairman.

The New York branch, managed by Myron Sattler, and the San Francisco branch, managed by Henry Haustein, were second and third place winners, respectively.

Other winners, listed in order, were Dallas, Bernard Brager, manager; New Haven, Henry Germaine, manager; St. Louis, Harry Hass, manager; Los Angeles, Ward Pennington, manager; Jacksonville, Fred Mathis, manager; and Charlotte, Bill Holliday, manager. Tied for 10th place were Minneapolis, Forrie Myers, manager, and Washington, Herb Gillis, manager.

Miss Sokol Joins AIP

NEW YORK—Rose Sokol has been appointed assistant foreign manager for American International Pictures, it was announced by David D. Horne, vice-president in charge of foreign distribution for the company.

Miss Sokol headed her own organization for the past seven years. Her prior affiliations include foreign department of Columbia Pictures; Film Rights International, Ltd., as manager of the foreign department; and Films Around the World in the same capacity.

Miss Sokol succeeds Keith Goldsmith, who resigned from his AIP, post. She will headquarter in the AIP office in New York City.

The NEW YORK Scene

By Mel Konecoff

PICTURE PIONEERS gathered by the hundreds in the Imperial Ballroom of the Americana Hotel here to celebrate both the 25th anniversary of the organization and the designation of Darryl F. Zanuck as Pioneer of the Year "for his brilliant leadership that has reinvigorated 20th Century-Fox, restoring this distinguished company to its eminence in the international motion picture field; and for the vision and courage that have characterized his long career as one of the world's foremost film-makers." Thus did it say on the solid gold note holder case, which was presented to him by Pioneer president William Heineman to mark the occasion.

William Randolph Hearst, Jr., editor-in-chief of the Hearst newspapers, was not only present to extol the virtues of Zanuck and to list his colorful history in filmdom, but his presence was felt in that day's issue of the New York Journal American, the front page of which had been replated in honor of the event with pertinent stories, fotos, etc.

The entertainment of the evening was provided by George Jessel, who played his familiar role of toastmaster in his usual competent fashion, and by Milton Berle, Red Buttons, and Joe E. Lewis, who remarked on Zanuck's vitality, experience, and competence. Some of the gags we can't repeat because this issue couldn't go through the mails.

Zanuck was both humble and forthright in his thanks and reviewed his career, paying due homage to the following: Jack Warner, Spyros P. Skouras, Charles K. Feldman, studio barber Sam Silver, studio comissary boss Nick Janus, Edward Leggewie of Fox's European production organization, "Prince" Mike Romanoff, Richard Zanuck, and Joseph Schenck.

The dinner chairman was Seymour Poe, executive vice-president of Fox, and co-chairmen were Joseph M. Sugar and Jonas Rosenfield, Jr. An enthusiastic 137 new members were inducted into the organization.

NOTE OF SORROW: Last week, we were shocked by the passing of Irene Thirer, movie editor of the New York Post. She will be missed for she was a nice person.

CAMPAIGN NOTE: We started off last week with a shock as Fox vice-president Jonas Rosenfield, Jr., insisted on unveiling the company's campaign for "Shock Treatment." There were shocks available to anyone all over the place as varying equipment was uncovered that can be utilized in theatre lobbies and elsewhere to gain attention for the film. Said Rosenfield, "People are looking for shock today in their entertainment and we're going to give it to them."

Attention has been paid to the older teen-age market where the tongue has been inserted in cheek with kooky radio transcriptions, etc., for use on disc jockey shows. There are effective tv trailers as well as theatre trailers, one-sheets, and other display material. The array of shocking devices are such that they can be used on the local theatre level.

Alan Foshko, serving as exploitation coordinator for the picture, demonstrated a Shock Treatment Quotient Coordinator, a Van de Graaf Generator which stood a girl's hair on end, a shocking strength machine, Shock Treatment fashions modeled by live models who moved across the room in electric orange, shocking pink, static black, lightning white, etc.; an electric mink stole, shocking and frightening wigs, and even a million dollars in ashes. Finally, a dance team demonstrated a shocking dance along the twist lines, etc. Uniformed nurses were at hand to pass out revival pills, which were not much good for our cold.

The thing that impressed about the whole thing is that theatres can utilize much of what was shown in lobbies, on stage, on street corners, in super markets, etc., at not too much expense.

COMPLAINT DEPARTMENT: Jack Mahon, public relations director of Weeki Wachee, wrote a letter to our publisher objecting to our objections to the weather in Florida. All we can say to him is—we didn't create the weather, we only reported it. He didn't create the weather either, of course, but we never said he did. See me on this page in one of my better moments at Weeki Wachee.

SMELLERVISION: The mailman looked at us kind of funny as he dropped a large pink envelope on our desk. As we picked it up, we found out why. It was loaded with perfume, but it wasn't a missive from a good-lookin' chick. Rather, it was a brochure from Warner Bros. reminding about theatre parties for "My Fair Lady." Okay, we're reminded.

The same mailman wasn't too happy the next day, when he dropped an 11 x 14 envelope heavyladen with a comprehensive educational kit for "The Fall of the Roman Empire." 25,000 of these kits have been serviced to school officials and teachers in playdate areas. Very effective, too.

Exhibs Hear "Fantasia" Plans

NEW YORK—Irving H. Ludwig, president and general sales manager, Buena Vista, hosted a group of key local exhibitors at a campaign planning seminar for the New York metropolitan area release of Walt Disney's "Fantasia," March 11.

More than 40 circuit executives and theatre managers, representing 35 theatres in the five boroughs and surrounding counties, attended the conclave-luncheon.

In addition to advertising and publicity, the exhibitors were briefed on special exploitation projects that have proven to be successful in the current pre-tested release of "Fantasia."

GAC Acquires London Firm

NEW YORK—John Redway and Associates, one of London's leading firms in the field of artists' representation, has merged with General Artists Corporation, it was announced by Lawrence R. Barnett, chairman of the board of GAC, and John Redway, managing director of John Redway and Associates.

GAC has, in addition to its merger with Redway, recently acquired IMA Talent Ltd., a leading California agency. John Redway and Dennis Selinger, co-director of Redway and Associates, assume primary responsibility for the combined GAC-Redway operations in the United Kingdom, France, Germany and Switzerland.

55th St. Playhouse Now Features Experimental Pix

NEW YORK—Charles B. Moss, president of B. S. Moss Enterprises, Inc., announces plans for a change in policy for the 55th Street Playhouse which will establish this pioneer art cinema as the only film theatre in the United States devoted to the professional presentation of "experimental" and "avant-garde" films.

In planning this showcase, Moss stated he is following in the traditions of his father, the late B. S. Moss, whose vaudeville theatres long served as a proving ground for young talents who later became some of the nation's greatest performers. Moss further expressed a hope that the 55th Street Playhouse, under its new policy, will bring to critical and public attention the cinematic efforts of aspiring filmakers whose creative talents would merit such showings.

An editorial letter in a local newspaper, calling attention to the need for a theatre embracing this unique policy on a professional level, prompted Moss to consider the 55th Street Playhouse as such a showcase. Larry Morris, vice-president for the Moss circuit, contacted Al Sherman, author of the letter and a known publicist and authority on art cinema operations, to develop this new screen approach.

"For many years the 55th Street Playhouse, perhaps the oldest continuing art cinema in the nation, has pioneered in bringing to its screen some of the world's outstanding film attractions," Moss said. "However, I feel that with the present large number of theatres in Manhattan and the suburbs playing an 'art' policy on their screens, it seemed logical that the 55th Street Playhouse should continue its course as a pioneering cinema. In providing a screen, an audience, and, hopefully, critical attention to the films to be presented, this tiny cinema may go far in helping to develop the talents of filmakers whose efforts rarely get shown away from campus screens or at limited screenings sponsored by film buffs."

Morris added that the 55th Street Playhouse will operate as an autonomous venture with Sherman as general manager. Morris also stated that part of the policy agreed upon will call for regular film "auditions," similar to talent showings, where films will be previewed for ultimate public showing at the 55th Street Playhouse.

Mel Konecoff, New York editor, MOTION PICTURE EXHIBITOR, is seen with the mermaids of Florida's Weeki Wachee Springs, during the recent underwater screening there of Warners' "The Incredible Mr. Limpet."

TONE

(Continued from page 7)

check as tickets switch from daytime to evening?

"Are your ticket numbers booked on the hour on your box office statements, so that at any given time a check can be made to determine if a cashier is selling loose tickets or tickets out of sequence?

"What provision have you for check of late sales? Can someone close the box office 30 minutes early, send the cashier and ticket taking employees home, and pocket the receipts for the next half-hour?

"In drive-ins, whether you use car counter, tickets, both or neither, what check do you have on the employees who operate them and make up your box office statements? Do you make periodic car counts to match against your statements?

"Are you cross-checking attendance figures and refreshment sales within theatres to allow each to be a control on the other?

"Can refreshment stand attendants at hardtop theatres, working with an open cash box, deliver just part of a sale? Can they slip their own merchandise into your display case?

"Can refreshment stand attendants at drive-ins make deals with vendors to receive just part of a shipment, sell the rest elsewhere at a fraction of its cost and split the proceeds?"

Verrill said: "The day of the casual theft has gone. Just as employee stealing has become a science, so, too, has the deadly serious business of stopping it become a science. Circumstances will dictate whether you should use an undercover agent posing as an employee, or regular theatre checkers trained to catch mishandling of your money or tickets. Whichever you use, it is essential that you employ today's modern methods to catch today's modern dishonest employee."

Jim Britt, well known sports and news broadcaster of WHDH-TV, spoke to the group on the Jimmy Fund. "There's no one to be compared with a man who operates a theatre, especially at a profit!" he said. "You have your problems as we all do. Theatre owners, operators and managers—this group has never failed to lend a helping hand to sore spots in the community, usually without recognition."

Charles McCarthy, executive vice-president of COMPO, told the exhibitors about the behind the scenes work which COMPO is engaged in for the betterment of all motion picture exhibitors. "We are engaged in several activities," he said, "one of which is the campaign for the elimination of the federal admission tax. This tax is vulnerable and we are in hopes of being successful." He discussed the COMPO campaign for the Bill of Rights.

Ted Fleisher, Interstate, vice-president of TONE, gave a resume of TONE's activities. "We are one year old next month," he said, "and we now have a strong theatre organization in New England, which is much better than the three different ones we had last year at this time." He reported that one of the big undertakings for TONE this year was the ruling from the State Department of Public Safety which said that local licensing officials do not have the power to censor motion pictures which may be objectionable. This opinion, he said, makes us "free from illegal censorship."

Knecht New WB Counsel

BURBANK, CALIF.—Peter Knecht, a member of Warner Bros.' legal department for nine years, has been named the studio's resident counsel.

LONDON Observations

By Jock MacGregor

WITHIN DAYS we should learn the new owner of British Lion. Bids will be accepted up to noon on March 4. These will then be studied and a decision made. As a result of the bickerings within the industry and the soliciting of government action, this has become a political issue, and many provisions have been added to the sale. These, together with the great delay, make the acquisition less attractive. Now, whoever takes over will find himself with an ever-extending period between the last of the existing pictures, "The System," and the first of his own projects without anything new for release. Meanwhile, in Wardour Street pubs, a book is being kept on the outcome with Sydney Box as odds-on favorite. It is said that one contender attempted to place £50 at these odds. A wit has it that the washing machine king (odds—18 to 1 against) who gives things away with his product will clear the backlog by presenting a picture to all purchasers of washing machines.

The gagging is all very well, but this is a serious situation. The sooner the industry can get back to normal, the better. Though in other quarters there are signs of improvement with studios reporting heavy bookings, production did get down to three pictures on the floor and three on location. Exhibitors, however, are unlikely to be faced with a shortage for some 40 top British features are either completed or in the editing stages.

Leading the movement back to confidence in production is Jim Carreras' Hammer Films, which has a small fortune tied up in pictures. Available for release are "Devil Ship Pirates" and "Nightmare." In the cutting rooms are two further excursions into horror, "The Gorgon" and "Evils of Frankenstein." Now the company is shooting two more concurrently. "Hysteria" will be the first to be produced for MGM release, and is being shot at the MGM British Studios, Borehamwood. Across the road at Associated British, son Michael Carreras is doing a "Carl Foreman" with "Curse of the Mummy's Tomb" which is for Columbia release. He is producing and directing from his own original script. There is certainly no depression at Hammer, but come to think, how can there be depression with the ever ebullient Jim around?

ANOTHER PRODUCER who can hardly contain himself for enthusiasm and may even have difficulty in believing his luck is our adopted American Walter Shenson, who came to publicise pictures and stayed to make them. He saw the potential of The Beatles when the screams first echoed around the one night stands and grabbed them for a movie. UA's British production executive Bud Ornstein blessed the project. The only snag was when they could make it. Finally, a March date was fixed, and there were weary willies who wondered just how long the group would last, how they would fare in Europe and America. Now Walter's smile spreads in relation to the spreads the boys are getting daily in the world's press. What might well have been a gamble for the domestic market now has all the marking of being a big international success before even a frame has been shot. Bud is so sold on "Beatlemania," as the movie will be called, that he tells me that he is not even thinking of a budget!

CONGRATULATIONS to John G. Roe of the ABC Cine-Bowl, Bexleyheath, who has been named by assistant managing director Bill Cartlidge as ABC's champion manager for '63. Judging is based on showmanship, salesmanship, staff and public relations, good housekeeping and administration. He will receive a check for $2,100. Runnerup is J. W. Hare (ABC, Yarmouth). District winners are L. G. Lamm (Regal, Harrow Road); A Short (ABC, Tooting); S. Harvey (ABC Romford); R. D. Bowden (ABC Westover, Bournemouth); P. W. Parker (ABC Exeter); T. C. Buttle (ABC Cheltenham); T. Whittaker (ABC Wolverhampton); A. K. Ewin (ABC Nuneaton); T. J. Griffiths (ABC Ardwick); R. J. S. Parsons (ABC Blackpool); D. S. Mawditt (ABC Halifax); G. Lennox (ABC Falkirk); L. V. Lovell (ABC Edinburgh); F. J. Hyland (ABC Londonderry). . . . Once anyone starts a series, it would appear darned hard to stop it. Peter Rogers swears that he really will refrain from carrying on when he reaches double figures. He may mean it, but will it be allowed? "Carry On Jack" in which he takes the mickey out of everything that is sacred to the sea saga is among the most chucklesome. Shot in color and punctuated with jokes that emphasise what sailors are, he has gathered a Censors A certificate, which means that under 16s must be accompanied by adult. Some exhibitors regret this, but Peter is insistent that to cut would be a mistake and that the series must grow up. Personally having heard the laughter at the preview, I suspect the adults will be grateful that they had to accompany their offspring.

Col. Signs Woolf

HOLLYWOOD — James Woolf has been signed by Columbia Pictures to an exclusive multiple production deal, it was announced by M. J. Frankovich, Columbia production head. Woolf joins the already imposing roster of the industry's top creators who produce their films for Columbia Pictures release.

The first project on Woolf's program for Columbia will be "King Rat," based on the best-selling novel by James Clavell. Bryan Forbes will direct and write the screenplay for the dramatic World War II story. The film, which reunites the producer and director team that made "The L-Shaped Room," has originally scheduled to be produced abroad. It will now be filmed in Hollywood with location shooting on Columbia's ranch as well as on the sound stages at the Gower Street Studio. Woolf leaves over the weekend to confer with Forbes on the screenplay and both will return to Hollywood the middle of February. Shooting is scheduled to start in late summer.

Woolf has just completed production on "The Pumpkin Eater," starring Anne Bancroft, James Mason, Peter Finch, and Maggie Smith, and directed by Jack Clayton.

ALBANY

The local Variety Club gave $100 to the fund promoted by Times Union for the benefit of the widow and two sons of local police sargeant Thomas F. McAvoy, slain recently by a burglar while on a 'trouble' call. The total given by the area public has passed the $18,000 mark. . . . The upstate premiere of Warners' "America, America" at the SW Delaware art house will be in the nature of a benefit for the St. Sophia Orthodox Greek Church building fund. . . . Edgar S. Van Olinda, film critic and Times-Union columnist, saluted Variety Club Tent Nine and its program for observance of "Variety Week." . . . Neil Hellman, owner, Hellman and other theatres and drive-ins, was on a Florida vacation.

ATLANTA

A program of renovation and expansion is now under way at the Village, an indoor house in the large Cameron Village Center, Raleigh, N. C. . . . C. H. Simpson, president, Capital Releasing Corporation, returned to his home from Piedmont Hospital after a spell of illness. . . . Jacksonville, Fla., WOMPI's have officially adopted an orphaned five-year-old Korean girl under the Foster Parents Plan. . . . Local WOMPI's held a board meeting and general membership session. Lillian Woodruff, service chairman, awarded a special citation to Betty Healy for her devotion to the recent March of Dimes charity drive. . . . R. C. Settoon, Universal branch manager, had Paula Prentiss, co-star, U's "Man's Favorite Sport?" in town while on a promotional tour for the new picture. She appeared on a local television program and visited the exchange, as well as a screening and luncheon. . . . The formation of Cox Broadcasting Corporation here was announced. Headquarters of the new corporation will be White Columns, home of WSB here.

BOSTON

A new landmark has been added to the skyline of Boston's North Shore area. It is a towering, especially designed multi-colored electric spectacular which is the marquee identifying the Parkway Plaza Theatre, New England's newest hardtop theatre, built by New England Theatres Corp. Located in the spacious Chelsea Shopping Center, the new theatre building is surrounded by convenient free parking areas. Wide expressways from all points lead directly to the theatre location. An unusual triangular electric display sign brilliantly illuminates the entire vicinity of the theatre and parking sections. The theatre front is a study in decorative blocks and glass topped by an especially designed electric spectacular marquee, carrying the name Parkway Plaza Theatre in multi-colored cubes of light. The box office is situated at the left front entrance of the building. Two wide entrance aisles with luxurious red carpeting lead into the main auditorium of the theatre. The interior walls are decorated in deep blue, interrupted by white geoacoustic sound blocks and surround speakers. The giant motion picture screen occupies the entire front area of the auditorium. Stretching from wall to wall, the revolutionary new type of screen insures a clear, sharp picture image. Another unusual feature of the new theatre is the installation of a living

---

Area Exchange Listings

ATLANTA

ALLIED ARTISTS—186 Walton St.—SA 2-3959—J. E. Hobbs, Mgr.
AMERICAN INTERNATIONAL—193 Walton St.—688-9545—W. M. Richardson, Mgr.
BUENA VISTA—Walton Bldg., Walton St.—JA 5-6457—Ken Liard, Mgr.
CAPITAL—205 Walton St.—525-4605—C. Simpson, Mgr.
COLUMBIA—195 Luckie St.—JA 1-1524—Paul Hargette, Mgr.
CONTINENTAL—193 Walton St.—523-3770—Bob Hanes, Mgr.
EMBASSY—205 Walton St.—523-1711—James V. Frew, Mgr.
HOWCO—Bona-Allen Bldg., Luckie St.—525-5688—Charlie Jordan, Mgr.
KAY—201 Luckie St.—524-0261—Harry Katz, Mgr.
DON KAY—Bona-Allen Bldg., Luckie St.—Don Kay, Mgr.
MGM—198 Luckie St.—JA 2-2736—Woody Sherryl, Mgr.
NATIONAL SCREEN—173 Walton St.—JA 3-5881,—Charlie Lester, Mgr.
PARAMOUNT—195 Cain St.—JA 3-1636—Gordon Bradely, Mgr.
TODDY—70-A 4th St.—874-5269—Ted Toddy, Mgr.
20TH-FOX—197 Walton St.—523-4633—Paul Wilson, Mgr.
UNITED ARTISTS—191 Walton St.—JA 2-6386—Bill Hanes, Mgr.
UNIVERSAL—205 Walton St.—523-5081—Dick Setton, Mgr.
WARNER BROS.—194 Luckie St.—JA 3-3495—Ollie Willinson, Mgr.

BUFFALO

ALLIED ARTISTS—301 Franklin St.—TL 2-2145—Lewis Lieser, Mgr.
B&D—505 Pearl St.—TL 6-9275—Nat Dickman, Harry Berkson, Mgrs.
MANNIE A. BROWN—505 Pearl St.—TL 4-6752—Mannie A. Brown, Mgr.
BUENA VISTA—170 Franklin St.—TL 6-6283—Jack Chinell, Mgr.
COLUMBIA—505 Pearl St.—TL 4-8995—Ben Felcher, Mgr.
MGM—310 Delaware Ave.—TL 4-1224—Paul Wall, Mgr.
PANWORLD—505 Pearl St.—TL 3-3857—Minna Zachem, Mgr.
PARAMOUNT—310 Delaware Ave.—TL 6-3758—Daniel Houlihan, Mgr.
20TH-FOX—290 Franklin St.—TL 2-0784—Jack Sturm, Mgr.
UNITED ARTISTS—310 Delaware Ave.—TL 4-1500—Robert Friedman, Mgr.
UNIVERSAL INTERNATIONAL—301 Franklin St.—TL 3-2016—I. Ehrichman, Mgr.
WARNER BROS.—100 S. Elmwood Ave.—TL 6-0350—Anthony Kolinski, Mgr.

CINCINNATI

ALLIED ARTISTS—1628 Central Parkway—721-0179—Milton Gurian, Mgr.
AMERICAN INTERNATIONAL—1634 Central Parkway—621-6443—Donald Duff, Mgr.
BUENA VISTA—1634 Central Parkway—721-4766—William Brower, Mgr.
COLUMBIA—1632 Central Parkway—241-6883—Phil Fox, Mgr.
CONTINENTAL—1634 Central Parkway—621-4926—Murray Baker, Mgr.
J.M.G. FILMS—1632 Central Parkway—621-1750—Jay Goldberg, Mgr.
MGM—1625 Central Parkway—241-3557—H. Russel Gaus, Mgr.
PARAMOUNT—1632 Central Parkway—241-6150—William A. Meier, Mgr.
REALART—1632 Central Parkway—621-4852—Selma Blachschlager, Mgr.
SCREEN CLASSICS—1632 Central Parkway—241-3671—Edward Salzberg, Mgr.
20TH-FOX—1638 Central Parkway—241-6460—Ray Russo, Mgr.
UNITED ARTISTS—1634 Central Parkway—241-1546—Jack Finberg, Mgr.
UNIVERSAL—1628 Central Parkway—421-3820—Al Kolkmeyer, Mgr.
WARNER BROS.—1600 Central Parkway—241-6824—A. H. Duren, Mgr.

DETROIT

ALLIED ARTISTS—717 Fox Bldg.—961-2992—Nathan Levin, Mgr.
ALLIED FILMS—1026 Fox Bldg.—962-7777—Jack Zide, Mgr.
BUENA VISTA—1009 Fox Bldg.—962-8738—Frank Jones, Mgr.
COLUMBIA—2310 Cass Ave.—962-8021—Carl H. Shalit, Mgr.
DEZEL—13131 Fenkell—836-2180—"Al" Dezel, Mgr.
JAM HANDY—2821 East Grand Blvd.—875-2450—Mrs. Betty Watters, Mgr.
MGM—2310 Cass Ave.—961-4456—Edward R. Susse, Mgr.
PARAMOUNT—921 Fox Bldg.—962-4741—Thomas Duane, Mgr.
20TH-FOX—2211 Cass Ave.—961-3726—Bennett Goldstein, Mgr.
UNITED ARTISTS—1019 Fox Bldg.—962-6500—Morris Weinstein, Mgr.
UNIVERSAL—436 West Columbia—961-2141—Herbert C. Martinez, Mgr.
WARNER BROS.—605 Fox Bldg.—961-6236—Harold Morrison, Mgr.

JACKSONVILLE

AMERICAN INTERNATIONAL—Guaranty Life Bldg.—ELgin 6-5737—Charles King, Mgr.
ALLIED ARTISTS—331 E. Bay St.—ELgin 3-7347—Robert Bowers, Mgr.
BUENA VISTA—3670 Toledo Rd.—733-3750—Robert E. Pollard, Mgr.
CAPITOL—128 East Forsyth St.—356-3744—William Humphreys, Mgr.
CARI—128 East Forsyth St.—356-7344—William Humphreys, Mgr.
COLUMBIA—11 N. Ocean St.—ELgin—3-5501—Ed McLaughlin, Mgr.
HOWCO—128 East Forsyth St.—Joe Thrift, Mgr.
CRADDOCK—128 East Forsyth St.—Gordon Craddock, Mgr.
MGM—501 East Forsyth St.—ELgin 6-1536—Robert Capps, Mgr.
PARAMOUNT—128 East Forsyth St.—ELgin—6-7162—Fred Mathis, Mgr.
20TH-FOX—341 East Bay St.—ELgin—6-2426—Henry Harrell, Mgr.
UNITED ARTISTS—128 East Forsyth St.—ELgin 3-4476—Byron Adams, Mgr.
UNIVERSAL-INTERNATIONAL—331 East Bay St.—ELgin 4-3761—W. A. McClure, Mgr.
WARNER BROS.—128 East Forsyth St.—ELgin 4-3647—John Tomlinson, Mgr.

SAN FRANCISCO

ALLIED ARTISTS—191 Golden Gate Ave.—HEmlock 1-2315—James P. Myers, Mgr.
BUENA VISTA—230 Hyde St.—ORdway 3-1334—Donald Fuller, Mgr.
COLUMBIA—229 Golden Gate Ave.—UNderhill 1-4345—Mel Klein, Mgr.
CONTEMPORARY—1211 Polk St.—PRospect 5-6285—R. J. Greensfelder, Mgr.
CONTINENTAL—166 Golden Gate Ave.—PRospect 5-7666—I. M. Weiner, Mgr.
EMBASSY—988 Market St.—PRospect 6-9665—John J. O'Leary, Mgr.
EMERSON—333 Golden Gate Ave.—MArket 6-0298—Frank Harr, Mgr.
FAVORITE—255 Hyde St.—PRospect 6-4409—Hal Gruber, Mgr.
JEM—191 Golden Gate Ave.—MArket 1-8112—Tony Degliantoni, Mgr.
MAYFAIR—816 Larkin St.—ORdway 3-4800—Elmer Benjamin, Mgr.
MGM—259 Hyde St.—PRospect 5-1613—Sam Gardner, Mgr.
MUTUAL—988 Market St.—PRospect 6-8044—J. J. O'Loughlin, Mgr.
NATIONAL SCREEN—876 Harrison St.—YUkon 6-5227—Ray Richman, Mgr.
PARAMOUNT—25 Taylor St.—GRaystone 4-3517—Henry Haustein, Mgr.
PAT PATTERSON—250 Golden Gate—ORdway—3-0750—Pat Patterson, Mgr.
PROGRESS—149 Hyde St.—ORdway 3-9855—Min Levy, Mgr.
ROSENER CO.—816 Larkin St.—PRospect 5-3811—Herb Rosener, Mgr.
20TH-FOX—245 Hyde St.—PRospect 5-1600—Charles F. Powers, Jr., Mgr.
UNITED ARTISTS—201 Golden Gate Ave.—UNderhill 1-2751—Ralph Clark, Mgr.
UNIVERSAL—129 Hyde St.—PRospect 6-3660—William D. Kelly Jr., Mgr.
WARNER BROS.—215 Golden Gate Ave.—UNderhill 1-1067—Don Urquhart, Mgr.
WINDSOR—988 Market St.—ORdway 3-4800—Elmer Benjamin, Mgr.

color curtain. The blending of special color wheels and spot lighting creates the illusions of luxurious velvet and rich satin draperies which dissolve from view when the picture is projected onto the screen. The latest scientific advancements in sound and projection are incorporated in the battery of motion picture machines and sound equipment located in the upper rear section of the auditorium. Another first for the Parkway is the use of gas to provide heating comfort and air conditioning for theatre patrons. The theatre is the newest link in the chain of New England Theatres, Inc., of which Chester L. Stoddard is president.

BUFFALO

"There is a spirit of charity in this organization that you don't find in other groups," Michael F. Ellis, Jr., told a large audience at a special Tent 7, Variety Club of Buffalo, luncheon. Saluted as Variety's "Man of the Year" at the club's headquarters, Ellis, past chief barker, praised the Variety movement for its "great work for children's charity." Ellis stated that Tent 7 had raised a half million dollars in the Buffalo area for charitable causes, primarily the Children's Rehabilitation Center. "Variety will grow in this city," said Ellis. "It will continue raising funds for children's organizations because that is our duty." The award to Ellis was presented by Thomas W. Fenno, chief barker. and Nathan R. Dickman, past chief barker and chairman of Variety Clubs week. . . . The Elmwood, one of Buffalo's first and most lavish community theatres, operated for many years by the Shea circuit, has been leased to Holiday Theatres, Inc. Announcement of the transaction has been made by Lou Levitch, president of the Loual Theatre Corporation, which has been operating the theatre. The Elmwood becomes the first indoor theatre in the Holiday chain, which also operates the Aero, West, and East Twin and Buffalo drive-ins in the Buffalo area, and the Te-Pee, Pickering, Ont. Holiday president Alvin B. Wright reports that the Elmwood will undergo a complete renovation. There also will be a new film scheduling policy and plans are being made for special weekend matinee programs for children. Wright also stated that Manny Brown, Manny Brown Associates, will be in charge of buying and booking for the Elmwood. Holiday Theatres recently broke ground for a new $500,000 restaurant on the Aero Drive-In site, Cheektowaga. Also to be erected on that site will be an indoor theatre with twin auditoriums.

CHICAGO

Dick Salkin, manager, Commercial Theatres, seriously injured in an accident, is at home convalescing after a stay at South Shore Hospital. Henry Flores has taken over Salkin's duties until his return. . . . V. P. Brown, controller of Bell and Howell, has been named treasurer and director of the financial division of Ditto Inc., subsidiary of Bell and Howell. . . . Clarence Bowers, formerly with East Side Drive-In, Cleveland, has joined the managerial staff of 66 Outdoor, here. . . . Charles Carpentier, theatre owner in Moline, Ill., and Illinois Secretary of State, suffered a heart attack, causing him to withdraw his name from the gubernatorial race on the Republican ticket for Illinois. Carpentier turned over his support to Charles Percy, chairman of Bell and Howell, who is one of the Republican candidates for governor. . . . Conrad N. Hilton, owner of the hotel chain bearing his name, was guest of honor at groundbreaking ceremonies for a $1,500,000 theatre that he endowed at Webster College. The new theatre will be the first building in the college's $7,500,000 expansion program. . . . Paula Prentiss, co-star with Rock Hudson in "Man's Favorite Sport," attended two autographing parties in the lobby of the Chicago during her four day stay here. Ben Katz, Universal, set up the press schedule. . . . Alain Delon was here to boost the opening of his new film, "Any Number Can Win," at the Esquire. . . . Installation of newly elected officers and presentation of charter to the newly formed chapter of WOMPI was held at a dinner dance at the Knickerbocker Hotel. The slate of officers for WOMPI's Chicago chapter include Miss Grace Blaney, Warner Brothers, president; Mrs. Barbara Regan, Regan Film Distributors, first vice-president; Miss Judy Sobcyzk, Embassy Films, second vice-president; Miss Josephine Halik, Allied Theatres of Illinois, treasurer; Mrs. Lucille Russell, Stanley Kohlberg Theatres, recording secretary; and Miss Georgianne Klein, Columbia, corresponding secretary. Miss Mary Heueisen, international president of WOMPI; Mrs. Hazel LeNoir, corresponding secretary, Kansas City; and Miss Leone Matthews, Tri-State Theatres, Des Moines, were among the national officers of WOMPI in attendance at the installation ceremonies.

DALLAS

Stanley Warner of Texas dropped three additional theatres. The divestiture was a condition set down by Federal Judge Edmund L. Palmieri to drop a total of seven Texas theatre properties when permit was granted Stanley Warner to acquire Lone Star Theatres. Recently, Stanley Warner sold the Kelly Parkaire and Lackland in San Antonio and the Sharpstown Drive-In in Houston to Gulf States Theatres. Latest to be dropped include the Hampton Road, Dallas, whose lease was cancelled; the Meadowbrook, Fort Worth, under a lease sale; and the Bronco, El Paso, where the lease was not renewed. . . . Latest to join the cast of the Dallas-made film, "Five Horsemen from Hell," is Tim Holt. Earlier Rory Calhoun and Gloria Grahame had been signed for lead roles. . . . James Drury, who appears on tv in "The Virginian," was paid $1,500 daily for his recent 10 day visit to the Forth Worth Stock Show and Rodeo. In addition, he shot a 35 minute featurette using the rodeo as a background, which he has sold to Universal.

JACKSONVLLE

Johnny Tomlinson, former Warner Bros. manager here, has named his new booking agency the Tomlinson Company. He is scheduled to start booking the first-run Center, St. Petersburg. . . . French Harvey, FST concessions chief, awarded tickets to the Ringling Bros. and Barnum and Bailey Circus at the Coliseum to the concessions staff at the downtown Imperial when they won a recent popcorn-drink contest staged among the seven FST houses in the city. The Imperial's manager and assistant also received Annie Oakleys to the circus. . . . The 28th Street Drive-In, St. Petersburg, has been acquired by Kenneth T. Barfield and Sydney Shapiro from Floyd Theatres. . . . W. A. McClure, Universal manager, and Ed Bledsoe, Universal salesman, returned from a tour of the Miami area. . . . It is reported that the Allied Artists branch cashier's department will be transferred back to this city from Atlanta. . . . Bob Jones, formerly a south Florida newspaperman, is now Marty Shearn's assistant at the downtown Center. . . . WOMPI members are planning a Valentine part for residents of the All Saints Catholic Home for the Aged. . . . The local Roxy Follies' nudie movies are no longer advertised in the daily newspaper, although ads appear in the weekly Chronicle and on raido airways.

MIAMI, FLA.

Negotiations are underway between Florida Theatre Corp. and Hollywood, Inc., for the building of a 1,000-seat house to replace the 26-year-old landmark destroyed in a $250,000 fire Jan. 15. Discussions call for a theatre building with 300 parking spaces on its own land, the theatre being leased to Florida Theatres, according to Stanley Beckerman, chairman of the board of Hollywood, Inc.

CLARK
TRANSFER
INC.

829 N. 29th St.
Philadelphia, Pa. 19130
CEnter 2-3100

1638 Third St., N.E.
Washington, D. C. 20002
DUpont 7-7200

David E.
BRODSKY
Associates
THEATRICAL INTERIOR DECORATOR
242 N. 13th St. LO 4-1188-89 Phila. 7, Pa.
PAINTING • DRAPERIES • MURALS
STAGE SETTINGS • WALL COVERINGS

PROGRESSIVE ELECTRIC
CONSTRUCTION CO. INC.
240 N. 13th ST. • PHILADELPHIA 7, PA.
*Theatre Installations
and Maintenance*

Beckerman said that the theatre's parent corporation, Paramount, had been considering 32 different sites in Hollywood for reconstruction of the theatre which had been in the downtown area of the East Coast resort city.

NEW HAVEN-HARTFORD

Two downtown Hartford first-runs—the AB-PT'S 1900-seat Allyn and Stanley Warner's 1500-seat Strand—are experimenting with free parking plan in adjacent lots for patrons evenings, Sundays, and holidays. Theatres are paying parking lots 50 cents a car. The policy is first of its kind for downtown Connecticut first-run theatres. . . . Ray McNamara, Allyn, Hartford, promoted a radio disc jockey competition for Universal's "Man's Favorite Sport," offering dinners in a restaurant to 25 best-rated entries on topic, "What is man's favorite sport?" Jeep dealers provided bumper strip promotion. . . . Doug Amos, general manager of Lockwood and Gordon Enterprises, conferred with Bob Tirrell, district manager, and Mannie Friedman, Hartford resident manager. UA-Cinerama's "It's a Mad, Mad, Mad, Mad World" will follow current Cinerama Theatre attraction, "South Seas Adventure."

Upon the conclusion of VARIETY WEEK,

We salute

Mr. Variety, Himself,

DAVID A. SUPOWITZ

May God give you strength to continue in your charitable endeavors for years to come.

MEYER ADLEMAN

NEW JERSEY MESSENGER SERVICE

1018-26 WOOD STREET
PHILADELPHIA
WAlnut 5-3944,
WOodlawn 4-7380

Members National Film Carriers, Inc.

NEW ORLEANS

United Theatres moved Mrs. Thelma Kirkham, assistant to manager of the Tivoli; and Mrs. Leona Cheek to manager of the Dreamland. Alfred Viola has been made manager of the Coliseum. He was formerly relief manager for the circuit. Mrs. Juanita Franz is the new assistant to Mrs. Nellie Farrish, United Theatres' home office head bookkeeper. Mrs. Louise Ellers is back at her managing duties at the Prytania after several week's illness. . . . Lloyd Guidry now has his Star, Galliano, La., on week-end operation. . . . Louis Dwyer, Gulf States Theatres' booker, and family were in from McComb, Miss., for the Mardi Gras. . . . Sympathy is extended to Harry Graham, Joy Theatres projectionist, on the recent death of his wife. . . . Members of the local Variety Club and the Ladies Auxiliary entertained an all-day stream of visitors on Carnival Day. . . . E. E. Shinn, Paramount salesman, is still at home recovering from major surgery. . . . 20th-Fox's "Cleopatra" will have its long awaited New Orleans premiere on Feb. 28. . . . Local WOMPI's held a get together and monthly meeting at Mid-City Restaurant and featured a style show of spring hats. . . . The T. G. Solomons and Harry Thomases, of Gulf States Theatres, have returned to their McComb, Miss., home after a holiday in Hawaii. . . . Phil Sliman, president, Masterpiece Pictures, became a grandpa for the fourth time. . . . Managers of film exchanges and other phases of the industry plus a group of exhibitors met at the Variety Club in connection with COMPO and their participation. The meeting was called by distributor chairman Bill Bryant, Paramount branch manager. . . . Gibbons Burke, who has been fixer of Variety Club Tent 45 since its inception eight years ago, continues in that official capacity. Joe Seiferth, who succeeded Mel Leavitt several months ago as publicity and entertainment director for the Tent, continues to handle that work.

PHILADELPHIA

Variety Club Tent 13 climaxed "Heart Week" with the staging of a "Silver Dollar Day" in honor of David Supowitz, prominent theatre architect and pioneer member of the Tent. In appreciation of his many years of service to Tent 13, Chief Barker David Rosen presented Supowitz with a "Silver Dollar Tree" at a luncheon held at the clubrooms in the Bellevue-Stratford Hotel. The hundreds of silver dollars dangling from the "money tree" were turned over to the Tent's Heart Fund. . . . Heart Week activities started when a check in the amount of $2,500 was turned over by Mrs. Morris Packer, president, Ladies' Auxiliary, as a donation to the Tent's Camp for Handicapped and Crippled Children. . . . Leon Cohen, projectionist, Vine Street Screening Room, became a grandfather for the fifth time while in Florida on a bit of vacation. His daughter, Mrs. Lee Kinberg, of Allentown, Pa., gave birth to a girl, Ellen Michele. . . . M. Alan Strulson, former office manager at 20th Century-Fox, has been appointed a life underwriting consultant of Lincoln National Life Insurance Company associated with R. A. Frisch Associates, Philadelphia National Bank Building. . . . Independent film distributor Dave Rosen was mourning the death of his sister, Mrs. Harry Yaraslowsky, who died in Atlantic City, N. J. . . . Harry Freeman, long publicist for the Fox Theatre, now is representing Samuel Bronston Productions at Paramount. . . . Ross Wheeler, Cinema Distributors of America, Mobile, Ala., was in supervising the setting up of company multiples. . . . A youth was stabbed in a rumble at Paul Klieman's Capital 52nd Street; and as a result Klieman was arrested for "interfering with the police." Later the same night Morris Greenblatt, the manager, was held up by a gunman, who made off with $900. . . . As bally for Allied Artists' "Soldier In The Rain," SW Stanton, four local female models were dressed like The Beatles, each wearing a Beatle wig with two carrying guitars over their shoulders. They carried a sign reading: "For the next best thing to us see Jackie Gleason and Steve McQueen in "Soldier In The Rain." . . . The Middle Eastern Public Relations Executives Association, Scranton, Pa., has bestowed its quarterly "Quill Award" on Warner Brothers' for 'editorial and photographic conceptional excellence' of the company's special advertising-publicity exploitation kit for "America America." . . . Samuel Bronston's "The Fall Of The Roman Empire" will open at the SW Stanley on April 8 on a reserved seat basis.

SALT LAKE CITY

Three local theatres will show the closed circuit pictures of the Liston-Clay fight, the Utah and Capitol of Intermountain Theatres; and the Uptown of Fox Intermountain. . . . The premiere of "It's A Mad, Mad, Mad, Mad World" at the Villa was a benefit for the Heart Fund. . . . Two films, "The Fourth Set" and "Twilight Girls," were pulled at the Redwood Drive-In and the Gem by the Law Abidance Committee of the L.D.S. Church and the Salt Lake City Anti-Vice Squad.

SAN ANTONIO

Herman Sollock, manager, Woodlawn, operated by the Cinema Arts Theatres, has booked for its first suburban showing "Cleopatra," opening Feb. 27 at popular prices. The version has been cut to three hours and five minutes running time. No seats will be reserved and ticket sales will be limited to the capacity of the Woodlawn at each of two daily showings. Tickets will sell for $1.25 for matinee showings Monday through Friday, and $1.50 for Saturday and Sunday matinees and all night showings. . . . The first of a series of French language movies produced by the Comedie Francaise was presented in Our Lady of the Lake College's Thiry Auditorium. Under sponsorship of the college's Modern Language Department and the San Antonio chapter of the Alliance Francaise, the pictures with English subtitles are being made to present the Comedie Francaise's repertory to an international audience. First picture to be shown was "The Would Be Gentleman." Admission is 50 cents for adults and 25 cents for children. . . . Roy Moore, Jr., operator of Alamo, Mission, Rigsby and South Loop 13 Drive-Ins, has been named city manager of the Kelly, Parkaire, and Lackland Drive-Ins, recently purchased by Gulf States Theatres from Stanley Warner of Texas. . . . Shelby Livingstone, San Kee, and Connie Warner, as the three dancing harem girls; Dick Fawn as the magician; Amike (A. Mike) Vogel as the genie, and the Magic Carpet appeared here in behalf of Universal's "The Brass Bottle," currently being shown at the Aztec. The entire troupe appeared at the Wonderland Shopping City. . . . Mrs. Albert Smith and her son, David, and his wife have taken over the operation of the Gay, Kountze, Tex., which was previously operated by B. L. Como.

SERVISECTION

THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months

Published every second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 27 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference Index, brought up-to-date from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVISECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last Issues of each August will always contain a complete annual Index.

Combined, the yellow paper SERVISECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.

MOTION PICTURE
EXHIBITOR
SHOWMEN'S TRADE REVIEW

FEBRUARY 26, 1964
SECTION TWO
VOL. 71, NO. 7

FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the the producer. Abbreviations following title indicate type of story, such as

C—Comedy
CAR—Cartoon
COMP—Compilation
D—Drama
DOC—Documentary
MD—Melodrama
MU—Musical
W—Western
NOV—Novelty
TRAV—Travelogue

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as

CN—Cinèrama
CS—CinemaScope
DC—Deluxe Color
DS—Dyaliscope
EC—Eastman Color
MC—MetroColor
PC—Pathe Color
PV—Panavision
RE—Reissue
TC—Technicolor
TE—Technirama
TS—Techniscope
VV—VistaVision
C—Other Color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and data of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

ALLIED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

6303 **BLACK ZOO**—MD-88m.—(PV; EC)—Michael Gough, Jeanne Cooper—5041 (5-1-63)—Mild horror entry for the program
6307 **CRY OF BATTLE**—D-99m.—Van Heflin, Rita Moreno, James MacArthur—5097 (10-9-63)—Fast action is satisfactory for program—Made in The Philippines.
6304 **55 DAYS AT PEKING**—D-150m.—(Super TE70; TC)—Charlton, Heston, Ava Gardner—5041 (5-1-63)—Segment of history makes impressive entertainment—Filmed In Spain
6301 **DAY OF THE TRIFFIDS, THE**—MD-93½m.—(CS; EC)—Howard Keel, Nicole Maurey—5041 (5-1-63)—High rating science fiction entry should please—English made
6309 **GUNFIGHT AT COMANCHE CREEK**—W-90m.—(PV; DC)—Audie Murphy, Colleen Miller—5113 (12-4-63)—Good western
6306 **GUN HAWK, THE**—W—92m.—(C)—Rory Calhoun, Ruta Lee—5097 (10-9-63)—Good action entry
6210 **PAYROLL**—MD-79m.—Michael Craig, Francoise Prevost—5045 (5-15-63)—Good programmer—English
6302 **PLAY IT COOL**—MU-74m.—Billy Fury, Anna Palk—5065 (7-10-63)—Fair programmer—English
6305 **SHOCK CORRIDOR**—D-101m.—Peter Breck, Constance Towers—5065 (7-10-63)—Sojourn in mental institution is repelling and unpleasant
6401 **SOLDIER IN THE RAIN**—CD-88m.—Jackie Gleason, Steve McQueen, Tuesday Weld—5109 (11-20-63)—Unusual comedy drama has names to help
6308 **WAR IS HELL**—MD-81m.—Tony Russell, Bayes Barron—5125 (1-22-64)—Good war entry for lower half
YANK IN VIET-NAM, A—MD-80m.—Marshall Thompson, Kieu Chinh—5129 (2-5-64)—Well made programmer—Filmed abroad

COMING FEATURES IN ORDER OF RELEASE

Feb. **LIFE IN DANGER, A**—Derrin Nesbitt, Julie Hopkins
Mar. **SECRET DOOR, THE**—C—Robert Hutton, Sandra Dorne
April **STRANGLER, THE**—Victor Buono
May **NAKED KISS, THE**—Constance Towers, Anthony Eisley

COMING

CLASH BY NIGHT—Terence Longdon, Jennifer Jayne—English
MASTER SPY—Steven Murray, June Thorburn—English
NEVER PUT IT IN WRITING—Pat Boone, Milo O'Shea
PARTY, THE—Carol Lynley

AMERICAN INTERNATIONAL

DISTRIBUTED DURING THE PAST 12 MONTHS

716 **BATTLE BEYOND THE SUN**—MD-67m.—(C)—Edd Perry, Arla Powell—5033 (4-3-63)—Average outer space science fiction for the program—Filmgroup
810 **BEACH PARTY**—C-100m.—(Pathe-Color; PV)—Bob Cummings, Dorothy Malone, Frankie Avalon—5069 (7-24-63)—Entertaining comedy has angles
819 **COMEDY OF TERRORS, THE**—C-86m.—(PV; C)—Vincent Price, Joyce Jameson, Peter Lorre, Boris Karloff, Basil Rathbone—5117 (12-18-63)—Mirthful, macabre money-maker
DEMENTIA 13—MD-81m.—William Campbell, Luana Anders—5133 (2-19-64)—Horror for the duallers
ERIK THE CONQUEROR—MD-81m.—(Colorscope; TC)—Cameron Mitchell, Alice and Ellen Kessler—5113 (12-4-63)—Another Italian-made spectacle—Italian-made; dubbed in English
807 **FREE, WHITE AND 21**—D-102m.—Frederick O'Neal, Annalena Lund—5045 (5-15-63)—Exploitable, but controversial courtroom film with a gimmick
812 **HAUNTED PALACE, THE**—MD-85m.—(PV; PC)—Vincent Price, Debra Paget, Lon Chaney—5089 (9-11-63)—Plenty of chills in superior horror entry
802 **MIND BENDERS, THE**—D-101m.—Dirk Bogarde, Mary Ure—5029 (3-20-63)—Off-beat drama deals with experimentations involving the mind—English
718 **NIGHT TIDE**—D-84m.—Dennis Hopper, Linda Lawson—5033 (4-3-63)—For the duallers—Filmgroup
803 **OPERATION BIKINI**—D-80m. (Part Color)—Tab Hunter, Eva Six, Frankie Avalon—5033 (4-3-63)—War-time adventure for the program
PYRO—MD-99m.—(Panacolor)—Barry Sullivan, Martha Hyer—5113 (12-4-63)—Satisfactory horror meller—Made In Spain
804 **TERROR, THE**—MD-81m.—(Vistascope; C)—Boris Karloff, Sandra Knight—5093 (9-25-63) Average entry for horror fans
813 **SUMMER HOLIDAY**—MU-100m.—(CS; TC)—Cliff Richard, Lauri Peters—5105 (11-6-63)—Lively musical treat for younger set—English
809 **X-THE MAN WITH THE X-RAY EYES**—MD-80m.—(Spectarama; Pathecolor)—Ray Milland, Diana Van Der Vlis—5093—(9-25-63) Superior science fiction entry holds interest
805 **YOUNG RACERS, THE**—D-82m.—(Pathecolor)—Mark Damon, William Campbell, Luana Anders—5077 (8-21-63)—Auto racing action aimed at youthful set.

TO BE REVIEWED

BLACK SABBATH—(EC)—Boris Karloff
CALIFORNIA—Jock Mahoney
CAPTIVE CITY—(C)—David Niven, Ben Gazzara—Italian-made
COMMANDO—Stewart Granger
EVIL EYE—John Saxon, Leticia Roman

. . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; A4—Unobjectionable for Adults with reservations; B—Objectionable in part for All; C—Condemned; follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

A

Act One	A2	WB
All Of Me		Misc.
All The Way Home	A2	Par.
Alone Against Rome		For.
Amazons of Rome	A2	UA
America, America	A3	WB
• Americanization of Emily, The .		MGM
• Amok		Fox
And Suddenly It's Murder		For.
Any Number Can Win	A2	MGM
• Ape Woman, The		Emb.
• Aphrodite, Goddess Of Love ..		Emb.
Atom Age Vampire		For.
Auntie Mame—Re.	A3	WB

PLEASE NOTE . . .

This SERVISECTION is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF

B

Bandits On The Wind		For.
Battle Beyond the Sun (Filmgroup)		A-I
Battle of the Worlds		Misc.
Beach Party	A3	A-I
• Bedtime Story	A3	U
• Bear, The	AI	Emb
• Behold A Pale Horse		Col.
Beauty And The Beast	AI	UA
Beauty And The Body		Misc.
• Becket	A3	Par.
Bell, Bare and Beautiful		Misc.
• Best Man, The		UA
Best Of Cinerama, The		Misc.
Big Risk	A3	UA
Billy Liar	A3	For.
Birds, The	A2	U-I
• Black Sabbath		AI
Black Gold	AI	WB
Black Zoo	A2	AA
Brass Bottle, The	AI	U
Break, The		For.
• Bullet For A Badman		U
Bunny Yeager's Nude Las Vegas		Misc.
Bye, Bye Birdie	A3	Col.

C

• California	A3	AI
Call Me Bwana	A2	UA
Captain Newman, M.D.	A2	U
Captain Sinbad	AI	MGM
• Captive City		AI
Cardinal, The	A3	Col.
Caretakers, The	A3	UA
• Carpetbaggers, The		Par.
Castillian, The	A2	WB
Cattle King	AI	MGM
Ceremony, The	A3	UA
• Chalk Garden, The	A2	U-I
Charde	A2	U-I
• Cheyenne Autumn		WB
Children Of The Dammed	A2	MGM
Chushingura	A2	For.
• Circus World		Par.
• Clash By Night		AA
Cleopatra	B	Fox
Clown And The Kid, The	AI	UA
Come Blow Your Horn	A3	Par.
Come Fly With Me	A2	MGM
Comedy of Terrors, The	B	AI
• Commando		A-I
• Company Of Cowards, The	A2	MGM
Condemned Of Altona, The	A3	Fox
• Congo Vivo		Col.
Conjugal Bed, The	B	EMB
• Contempt		Emb.
Corridors of Blood	A3	Misc.
Counterfeiters Of Paris, The	A3	MGM
Court Martial	A2	UA
Courtship Of Eddie's Father, The	A2	MGM
Crawling Hand, The		Misc.
• Crimson Blade, The	AI	Col.
Critic's Choice	A3	WB
Cry Double Cross		For.
Cry Of Battle	B	AA
• Curse Of The Living Corpse, The	B	Fox

D

• Daffy		U
Dark Purpose	A2	U
• Day And The Hour, The	A2	MGM
Day Mars Invaded Earth, The	AI	Fox
Day Of The Triffids, The	A2	AA
Dead Ringer	A3	WB
Dementia (Filmgroup)	B	A-I
Diary Of A Madman	A2	UA
Die Fliedermaus		For.
Dime With A Halo	A3	MGM
• Distant Trumpet, A		WB
Dream Maker, The	A-I	U
Dr. Crippen	A3	WB
Dr. No	B	UA
Dr. Strangelove	A4	Col.
Doll, The		For.
Donovan's Reef	A2	Par.
Don't Give Up The Ship—Re.	A3	Par.
Drums Of Africa	AI	MGM
• Dubious Patriots, The		UA
Dual Of The Titans	A2	Par.

E

Easy Life, The	A4	Emb.
8½	A4	Emb.
• Emil And The Detectives		BV
• Empty Canvas, The		Emb.
• Ensign Pulver		WB
'Erik, The Conqueror	A2	A-I
• Evil Eye		A-I
• Eyes of Annie Jones	A3	Fox

F

Face In The Rain		Emb.
• Fail Safe		Col.
• Fall Of The Roman Empire		Par.

FEAR—Boris Karloff
GOLIATH AND THE ISLAND OF VAMPIRES—(S; C)—Gordon Scott
GRAVESIDE STORY, THE—(PV; C)—Vincent Price, Peter Lorre, Boris Karloff
ITS ALIVE—(C)—Peter Lorre, Elsa Lanchester
IT'S A WONDERFUL LIFE—(CS; C)—Cliff Richard
LAST MAN ON EARTH—Vincent Price
MASQUE OF THE RED DEATH, THE—(PV; C)—Vincent Price, Hazel Court
MUSCLE BEACH PARTY—Frankie Avalon, Annette Funicello
SAMSON AND THE SLAVE QUEEN—(C; S)—Allen Steele
SOME PEOPLE—(C)—Kenneth More
TORPEDO BAY—James Mason, Lilli Palmer
UNEARTHLY STRANGER, THE—John Neville
UNDER AGE—Anne MacAdams, Roland Royter

BUENA VISTA

DISTRIBUTED DURING THE PAST 12 MONTHS

FANTASIA—NOV-117m.—(TC)—Leopold Stokowski and Phila. Orchestra—5097 (10-9-63)—Reissue of something different should attract lots of interest in metropolitan sectors
INCREDIBLE JOURNEY, THE—MD-80m.—(TC)——Emile Genest, John Drainie—5101 (10-23-63)—Interesting Disney presentation
141 MIRACLE OF THE WHITE STALLIONS—D-118m.—(TC)—Robert Taylor, Lilli Palmer, Curt Jugens—5033 (4-3-63)—Interesting adventure drama—Filmed in Austria
MISADVENTURES OF MERLIN JONES, THE—C-88m.—(TC)—Tommy Kirk, Annette—5125 (1-22-64)—Fairly amusing entry
143 SAVAGE SAM—MD-104m.—(TC)—Tommy Kirk, Kevin Corcoran, Marta Kisten—5049 (5-29-63)—Exciting Disney meller.
144 SUMMER MAGIC—CD-108m.—(TC)—Hayley Mills, Burl Ives. Dorothy Mcguire—5061 (6-26-63)—Another Disney family entertainment
SWORD IN THE STONE, THE—CAR-75m.—(TC)—Walt Disney—5097 (10-9-63)—Entertaining cartoon entry for kiddies and the young in heart
THREE LIVES OF THOMASINA, THE—D-97m.—(TC)—Patrick McGoohan, Susan Hampshire—5117 (12-18-63)—Entertaining Disney release—Filmed in England
20,000 LEAGUES UNDER THE SEA—MD-127m.—(CS; TC)—Kirk Douglas, Peter Lorre—5098 (10-9-63)—Reissue is high rating Disney feature
YELLOWSTONE CUBS—DOC—47m.—(TC)—Narrated by Rex Allen—5049 (5-29-63)—Entertaining Disney featurette

TO BE REVIEWED

EMIL AND THE DETECTIVES—Walter Slezak, Cindy Cassell
MARY POPPINS—(TC)—Julie Andrews, Dick Van Dyke
MOON-SPINNERS, THE—Hayley Mills, Eli Wallach
TIGER WALKS, A—(TC)—Brian Keith, Vera Miles Sabu
THOSE CRAZY CALLOWAYS—(TC)—Brandon De Wilde, Brian Keith

COLUMBIA

DISTRIBUTED DURING THE PAST 12 MONTHS

719 BYE BYE BIRDIE—MUC-112m.—(PV; EC)—Janet Leigh, Dick Van Dyke, Ann Margaret—5037 (4-17-63)—Solid, popular musical comedy entertainment
CARDINAL, THE—D-175m.—(PV; TC)—Tom Tryon, Romy Schneider, Carol Lyndley—5101 (10-23-63)—High rating drama is gratifying on all counts
DR. STRANGELOVE: OR HOW I LEARNED TO STOP WORRYING AND LOVE THE BOMB—CD-93m.—Peter Sellers, George C. Scott, Sterling Hayden—5129 (2-5-64)—Unusual serio-comedy should spark loads of word of mouth
721 FURY OF THE PAGANS—MD-86m.—(Dyaliscope)—Edmund Purdom, Rossana Podesta—5069 (7-24-63)—Another Italian-made spectacle for the program
GIDGET GOES TO ROME—C-101m.—(EC)—Cindy Carol, James Darren—5073 (8-7-63)—Gidget rides again in colorful entry —Filmed in Italy
IN THE FRENCH STYLE—D-105m.—Jean Seberg, Stanley Baker—5093 (9-25-63)—Poignant love story of American girl in Paris—Made In France
722 JASON AND THE ARGONAUTS—FAN-104m.—(EC)—Todd Armstrong, Nancy Kovack—5053 (6-12-63)—Entertaining fantasy features top special effects
003 JUST FOR FUN—MU-72m.—Mark Wynter,, Cherry Roland, Bobby Vee—5061 (6-26-63)—For lower half of program—English
714 LAWRENCE OF ARABIA—D-222m.—(PV; TC)—Peter O'Toole, Alec Guinness, Anthony Quinn—5005 (12-19-62)—Top ranking adventure epic is loaded with potential
L-SHAPED ROOM, THE—D-125m.—Leslie Caron, Tom Bell—5051 (5-29-63)—Absorbing tale of a girl's problem—English—Davis-Royal
718 MAN FROM THE DINERS' CLUB, THE—C-96m.—Danny Kaye Cara Williams—5034 (4-3-63)—Cute comedy with Kaye touch
MANIAC—MD-86m.—Kerwin Mathews, Nadia Gray—5101 (10-23-63)—Interesting mystery meller—English made
OLD DARK HOUSE, THE—CMD—86m.—Tom Poston, Janette Scott—5102 (10-23-63)—Amusing comedy shocker—English made
REACH FOR GLORY—D-89m.—Harry Andrews, Kay Walsh—5093 (9-25-63)—Strong entry for art spots—English made—Royal Films Int.
RUNNING MAN, THE—MD-103m.—(PV; EC)—Laurence Harvey, Lee Remick—5094 (9-25-63)—Interesting chase yarn—Filmed abroad
SEIGE OF THE SAXONS—MD-85m.—(TC)—Janette Scott, Ronald Lewis—5089 (9-11-63)—Fair programmer—Filmed In England
STRAIT-JACKET—MD-89m.—Joan Crawford, Diana Baker, Leif Erickson—5121 (1-8-64) Grisly, but exploitable, horror shocker
SWINGIN' MAIDEN, THE—C-81m.—Michael Craig, Anne Helm, Jeff Donnell—5125 (1-22-64)—Fair supporting feature—English made
006 THREE STOOGES GO AROUND THE WORLD IN A DAZE, THE—C-94m.—3 Stooges, Joan Freeman—5089 (9-11-63)—Cute take-off on Jules Verne work
001 13 FRIGHTENED GIRLS—MD-89m.—(EC)—Kathy Dunn, Murry, Hamilton—5061 (6-26-63)—Interesting programmer
UNDER THE YUM YUM TREE—C-110m.—(EC)—Jack Lemmon, Carol Lynley, Dean Jones—5098 (10-9-63)—Amusing romantic comedy
VICTORS, THE—D-153m.—(PV)—George Hamilton, George Peppard, Romy Schneider, others—5105 (11-6-63)—Provocative and unusual entry of much merit—Filmed abroad

COMING FEATURES IN ORDER OF RELEASE

Mar. LILITH—Warren Beatty, Jean Seberg, Kim Hunter, Peter Fonda
Mar. PSYCHE 59—Curt Jurgens, Patrica Neal

COMING

BEHOLD A PALE HORSE—Gregory Peck, Anthony Quinn
CONGO VIVO—Jean Sebastian, Bachir Toure
CRIMSON BLADE, THE—Lionel Jeffries, June Thorburn—English
FAIL SAFE—Henry Fonda, Dan O'Herlihy
FINEST HOURS, THE—Documentory On Sir Winston Churchill—English-made
FIRST MEN IN THE MOON—(PV; TC)—Edward Judd, Martha Hyer
GOOD NEIGHBOR SAM—(C)—Jack Lemmon, Romy Schneider
HEY THERE, IT'S YOGI BEAR—(C)—Feature Cartoon
I LOVE, YOU LOVE—(Ultrascope; C)—Don Jada's Japanese Revue, Red Army Choir, Moise Ballet
LONG SHIPS, THE—TE; TC)—Richard Widmark Sidney Poitier, Leslie Parrish
LORD JIM—(Super PV; TC)—Peter O'Toole, James Mason, Curt Jurgens
LOVE HAS MANY FACES—(PV; C)—Lana Turner, Cliff Robertson, Hugh O'Brian
MAJOR DUNDEE—(PV; C)—Charleston Heston, Richard Harris
NEW INTERNS, THE—Michael Callan, Stefanie Powers
PLAYBOY—(C)—Tony Curtis
PLAY IT COOLER—Anthony Newly, Anne Aubrey
PUMPKIN EATER, THE—Anne Bancroft, Peter Finch—English
QUICK GUN, THE—(C)—Audie Murphy, Merry Anders
SENILITA—Anthony Franciosa, Claudia Cardinale
THESE ARE THE DAMMED—Macdonald Carey, Shirley Ann Field
TRAVELING LADY, THE—Steve McQueen, Lee Remick
WATCH IT, SAILOR—Dennis Price Marjorie Rhodes

EMBASSY

8½—FAN-135m.—Marcello Mastroianni, Claude Cardinale—5061 (6-26-63)—Strictly for art house sophisticates and Fellini fans—Italian; English titles
CONJUGAL BED, THE—CD-87m.—Ugo Tognazzi, Vidady—5094 (9-25-63)—Well-made, entertaining import—Italian made; English titles
EASY LIFE, THE—D-105m.—Vittorio Gassman, Jean Louis Trintignant—5121 (1-8-64)—Highly interesting import—Italian-made; English titles

FACE IN THE RAIN, A—D-81m.—Rory Calhoun, Marina Berti, Niall MacGinnis—5029 (3-20-63)—Supense in war for program—Italian; English language
FURY AT SMUGGLERS BAY—MD-92m.—Peter Cushing, Michele Mercier—5117 (12-18-63)—*Mediocre import—English-made*
LANDRU—D-114m.—(EC)—Charles Denner, Michele Morgan—5037 (4-17-63)—Absorbing import—French; English titles
MADAME—CD-104m.—(TE; TC)—Sophia Loren, Robert Hossein—5025 (3-6-63)—Exploitable offering for art and other spots—Italian made; Dubbed in English)
WOMEN OF THE WORLD—DOC-107m.—(TC)—Narrated by Peter Ustinov—5065 (7-10-63)—Informative peek at cultural and anatomical similarities of women of the world in "Mondi Cane" Fashion—Italian; English narration

COMING

BEAR, THE—Renato Rascal, Francis Blanche
APHRODITE, GODDESS OF LOVE—(C)—Isabel Corey
CONTEMPT—(WS; C)—Brigitte Bardot, Jack Palace—French
PASSIONATE THIEF, THE—Anna Magnani
YOUNG GIRLS OF GOOD FAMILY—Ziva Rodann—French
LIGHT FANTASTIC, THE—Dolores McDougal, Barry Bartle
LOVE MAKERS, THE—Claudia Cardinale, Jean-Paul Belmondo
THREE PENNY OPERA—Curt Jurgens, June Ritchie
GHOST AT NOON—(C)—Brigitte Bardot, Jack Palance
EMPTY CANVAS, THE—Bette Davis, Horst Buchholz
ONLY ONE NEW YORK—Documentary
YESTERDAY, TODAY AND TOMORROW—Sophia Loren, Marcello Mastroianni
ZULU—(TE; TC)—Stanley Baker, Jack Hawkins, Ulla Jacobson
APE WOMAN, THE—Ugo Tognazzi, Annie Girardot—Italian

MGM

DISTRIBUTED DURING THE PAST 12 MONTHS

S421 **ANY NUMBER CAN WIN**—MD-111m.—(Dialyscope)—Jean Gabin, Alain Delon—5102 (10-23-63)—Good Import—French-made; English titles
326 **CAPTAIN SINDBAD**—FAN-85m.—(TC)—Guy Williams, Heidi Bruhl—5062 (6-26-63)—Well-made fantasy is solid entertainment—Filmed abroad
331 **CATTLE KING**—W-89m.—(EC)—Robert Taylor, Joan Caulfield—5053—(6-12-63)—Large scale western
CHILDREN OF THE DAMNED—D-90.—Ian Hendry, Barbara Ferris—5126 (1-22-64)—Superior suspense shocker is worthy sequel of "Village Of The Damned"—English-made
322 **COME FLY WITH ME**—CD-109m.—(PV; MC)—Dolores Hart, Hugh O'Brien, Karl Boehm—5034 (4-3-63)—Romantic adventures of three airline hostesses
313 **COUNTERFEITERS OF PARIS, THE**—CMD-99m.—Jean Gabin, Martine Carol—5029 (3-20-63)—Comedy meller has Gallic charm and Jean Gabin—French; English titles
321 **COURTSHIP OF EDDIE'S FATHER, THE**—CD-117m.—(PV; MC)—Glenn Ford, Shirley Jones, Ronny Howard—5029 (3-20-63)—Fine entertainment for everyone
318 **DIME WITH A HALO**—D-94m.—Barbara Luna, Roger Mobley, Paul Langton—5030 (3-20-63)—Satisfactory for the program
327 **DRUMS OF AFRICA**—MD-92m.—(MC)—Frankie Avalon, Mariette Hartley—5042 (5-1-63)—Okay adventure yarn for program
FAMILY DIARY—D-114m.—(TC)—Marcello Mastroianni, Jacques Perrin—5113 (12-4-63)—Drama for art spots—Italian-made; English titles
330 **FLIPPER**—D-90m.—(MC)—Chuck Connors, Luke Halpin, Kathleen Maguire—5045 (5-15-63)—Good family entertainment
319 **FOUR DAYS OF NAPLES, THE** —D-124m.—Regina Bianchi, Aldo Guiffre—5037 (4-17-63)—Inspiring Import deserves highest rating—Italian; English titles
GLOBAL AFFAIR, A—C-84m.—Bob Hope, Lilo Pulver—5129 (2-5-64)—Hope comedy is cute idea
401 **HAUNTING, THE**—D-112m.—(PV)—Julie Harris, Claire Bloom, Richard Johnson—5077 (8-21-63)—Superior shocker with names
HOW THE WEST WAS WON—D-155m.—(CN; TC)—James Stewart, Debbie Reynolds, George Peppard, others—4997 (11-21-62)—The greatest western spectacle; tops them all
406 **HOOTENANNY HOOT**—MU-91m.—Peter Breck, Ruta Lee, Pam Austin—5089 (9-11-63)—Entertaining entry pushing new country music craze
325 **IN THE COOL OF THE DAY**—D-89m.—(PV; MC)—Jane Fonda, Peter Finch—5049 (5-29-63)—Fairly Interesting romance
323 **IT HAPPENED AT THE WORLD'S FAIR**—C-105m.—(PV; MC)—Elvis Presley, Joan O'Brien—5038 (4-17-63)—All depends on Presley draw
MAIL ORDER BRIDE—C-85m.—(PV; MC)—Buddy Ebsen, Keir Dullea, Lois Nettleton—5126 (1-22-64)—Appealing western comedy with different twist
307 **MAIN ATTRACTION, THE**—D-90m.—(MC)—Pat Boone, Nancy Kwan—5053 (6-12-63)—Adult drama of young love with circus background—Filmed in England and Italy
403 **MURDER AT THE GALLOP**—CD-81m.—Margaret Rutherford, Robert Morley—5065 (7-10-63)—'Miss Marple' returns in another delightful mystery-comedy—English
355 **MUTINY ON THE BOUNTY**—D-179m.—(PV; TC)—Marlon Brando, Trevor Howard, Tarita—4998 (11-21-62)—High rating adventure entry
PRIZE, THE—D-135m.—(PV; MC)—Paul Newman, Elke Sommer, Edward G. Robinson—5114 (12-4-63)—Names, plenty of action boost plush drama—Partly made In Sweden
324 **RIFIFI IN TOKYO**—MD-89m.—Karl Boehm, Barbara Lass—5042 (5-1-63)—Ordinary crime meller is program material—Made in Japan
309 **SEVEN SEAS TO CALAIS**—MD-102m.—(CS; EC)—Rod Taylor, Irene Worth—5030 (3-20-63)—Good Swashbuckling Adventure—Italian; spoken In English
328 **SLAVE, THE**—MD-102m.—(CS; EC)—Steven Reeves—5045 (5-15-63)—Good action entry about ancient Romans—Italian-made dubbed in English
SQUARE OF VIOLENCE—MD-96m.—(Wide Screen)—Broderick Crawford—5098 (10-9-63)—Okay programmer—European made
SUNDAY IN NEW YORK—C-105m.—(MC)—Cliff Robertson, Jane Fonda, Rod Taylor—5117 (12-18-63)—Bright, sophisticated comedy to suit adult tastes
333 **TARZAN'S THREE CHALLENGES**—MD-92m.—(Dylascope; MC)—Jock Mahoney, Woody Strode—5066 (7-10-63)—Colorful Tarzan adventure—Filmed abroad
334 **TICKLISH AFFAIR, A**—AC-89m.—(PV; MC)—Shirley Jones, Gig Young, Red Buttons—5066 (7-10-63—Mild romantic comedy aimed at family audiences
409 **TWILIGHT OF HONOR**—D-104m.—(PV)—Richard Chamberlain, Nick Adams, Joan Blackman—5094 (9-25-63)—Interesting trial drama for adults
404 **WHEELER DEALERS, THE**—C-106m. (PV; MC)—James Garner, Lee Remick—5094 (9-25-63)—Money-men run riot in bright, star-filled farce
336 **YOUNG AND THE BRAVE, THE**—D-84m.—Rory Calhoun, William Bendix—5046 (5-15-63)—Okay programmer
402 **V.I.P.'s THE**—D-119m.—(PV; MC)—Elizabeth Taylor, Richard Burton, Louis Jourdan—5077 (8-21-63)—A big one with potent names—English made

COMING FEATURES IN ORDER OF RELEASE

DAY AND THE HOUR, THE—Simon Signoret, Stuart Whitman
TWO ARE GUILTY—(Dallyscope)—Anthony Perkins, Jean Claude Brialy
VICE AND VIRTUE—Catherine Daneuve, Annie Girardot, Robert Hassein
TIKO AND THE SHARK—(WS; C)—Tahitian Cast
Feb. **NIGHT MUST FALL**—Albert Finney—English
Mar. **MGM'S BIG PARADE OF COMEDY**—Compilation
Mar. **SEVEN FACES OF DR. LAO, THE**—(WS, C)—Tony Randall, Barbara Eden
April **COMPANY OF COWARDS, THE**—(PV)—Glenn Ford, Stella Stevens, Jim Backus

COMING

AMERICANIZATION OF EMILY, THE—James Garner, Julie Andrews, Melvyn Douglas
FLIPPER'S NEW ADVENTURE—(MC)—Brian Kelly, Helen Cherry
GLADIATORS SEVEN—(CS)—Richard Harrison
GOLDEN ARROW, THE—(TE; EC)—Tab Hunter, Rosanna Padesta
GOLD FOR THE CAESARS—(C)—Jeffrey Hunter
GUNFIGHTERS AT CASA GRANDE—Alex Nicol
HERCULES, SAMSON, AND ULYSSES—(WS; EC)—Kirk Morris, Richard Lloyd—Italian-made
HONEYMOON HOTEL—Robert Goulet, Nancy Kwan
KISSIN' COUSINS—(PV; MC)—Elvis Presley, Pamela Austin
LOOKING FOR LOVE—(MC)—Connie Francis, Jim Hutton
LOVE CAGE—Jane Fonda, Alan Delon
MURDER MOST FOUL—Margaret Rutherford, Terry Scott
NIGHT OF THE IGUANA—Richard Burton, Ava Gardner, Deborah Kerr
OF HUMAN BONDAGE—PV; MC)—Kim Novak, Laurence Harvey
OUTRAGE, THE—(PV)—Paul Newman, Claire Bloom, Laurence Harvey
POSTMAN'S KNOCK—Spike Milligan, Barbara Shelley

Family Diary	A2	MGM
Fantasia—Re.	A2	BV
Farewell To Arms, A—Re.—	B	Fox
● Fate Is The Hunter		Fox
● FBI Code 98		WB
● Fear		A-I
Fiances, The		For.
55 Days At Peking	AI	AA
● Finest Hours, The		Col.
Fire Within, The		For.
● First Men In The Moon		Col.
● Flight From Ashiya		UA
Flipper	AI	MGM
● Flipper's New Adventure		MGM
For Love Or Money	B	U-I
● For Those Who Think Young		UA
Four Days Of Naples	A2	MGM
Four For Texas	B	WB
Free White and 21	B	A-I
● From Russia, With Love		UA
Fun In Acapulco	A3	Par.
Fury at Smuggler's Bay	A2	Emb
Fury Of The Pagans	A2	Col.

G

Gathering Of Eagles, A	AI	U-I
● Ghost At Noon		Emb.
Giant Of Metropolis, The		For.
Gidget Goes To Rome	AI	Col.
Glass Cage, The		Misc.
● Gladiators Seven	A-I	MGM
Global Affair, A	A3	MGM
● Gold For The Caesars		MGM
● Golden Arrow, The		MGM
● Goliath And The Island Of Vampires	AI	A-I
Gone Are The Days	A2	Misc.
● Good Neighbor Sam		Col.
● Good Soup, The		Fox
● Graveside Story, The		A-I
Great Escape, The	AI	UA
● Great Race, The		WB
● Greatest Story Ever Told, The		UA
Guest, The	A3	For
Gunfight At, Comanche Creek	A3	AA
Gunfight At The Ok Corral—Re.	B	Par.
● Gunfighter At Casa Grande		MGM
Gun Hawk, The	B	AA

H

Hand Of Death	A2	Fox
Harbor Lights	A2	Fox
Haunted Palace	A2	A-I
Haunting, The	A2	MGM
● He Rides Tall	B	U
● Hercules, Samson And Ulysses		MGM
● Hey There, It's Yogi Bear		Col.
● Hide And Seek	A2	U
High And Low		For.
● Honeymoon Hotel		MGM
Hootenanny Hoot	A2	MGM
● Horror Of It All, The		Fox
● Horror Of Party Beach, The	B	Fox
House Of The Damned	A2	Fox
How The West Was Won	AI	MGM
Hud	A3	Par.

I

I Could Go On Singing	A3	UA
● I'D Rather Be Rich		U
● I Love, You Love	C	Col.
Incredible Journey, The	AI	BV
In The French Style	A3	Col.
In The Cool Of The Day	B	MGM
Incredible Mr. Limpet, The	AI	WB
Invincible Gladiator, The		For.
● Invitation To A Gunfighter		UA
Invitation To Murder		For.
Irma La Douce	B	UA
Island Of Love	B	WB
● Island Of The Blue Dolphins		U
It Happened At The World's Fair	A2	MGM
● It's A Wonderful Life		AI
● It's Alive		AI
It's A Mad, Mad, Mad, Mad World	AI	UA

J

Jason and the Argonauts	AI	Col.
Johnny Cool	B	UA
Julie The Redhead		For
Just For Fun	A2	Col.

K

King Kong vs. Godzilla	A1	U
Kings Of The Sun	A2	UA
Kiss Of The Vampire	A2	U
• Kisses For My President		WB
• Kissin' Cousins	B	MGM
• Kitten With A Whip		U
Knife In The Water	C	For.

L

Ladies Who Do	A2	For.
Ladybug, Ladybug	A2	UA
• Lady In A Cage	B	Par.
Lancelot And Guinevere (Sword of Lancelot)	A2	U-I
Landru	B	Emb.
• Lassie's Great Adventure	A1	Fox
• Last Man on Earth		A-I
Last Train From Gun Hill, The—Re.	A2	Par.
Lawrence Of Arabia	A2	Col.
• Law Of The Lawless		Par.
Leopard, The	A3	Fox
• Life In Danger, A	A2	AA
• Light Fantastic, The	B	Emb.
Lilies Of The Field, The	A1	UA
• Lilith		Col.
List Of Adrian Messenger, The	A1	U-I
• Lively Set, The		U
Long Absence, The	A2	For.
• Long Ships, The		Col.
• Longest Day, The	A1	Fox
• Looking For Love		MGM
• Lord Jim		Col.
• Love Cage		MGM
• Love Has Many Faces		Col.
Love Is A Ball	A3	UA
• Love Makers, The		Emb.
Love On A Pillow	C	Col.
Love With the Proper Stranger	A3	Par.

M

Madame	B	Emb.
Madmen Of Mandores		Misc.
Mail Order Bride	A3	MGM
Main Attraction, The	B	MGM
• Major Dundee		Col.
Man From The Diners' Club	A1	Col.
Man From Galveston, The	A2	WB
Man In The Middle	B	Fox
Man Who Knew Too Much, The—RE	A1	Par.
Maniac	A3	Col.
Man's Favorite Sport?	A3	U-I
Marilyn	B	Fox
• Marnie		U
• Mary Poppins		BV
Mary, Mary	A2	WB
• Masque Of The Red Death		AI
• Master Spy		AA
• MGM's Big Parade Of Comedy		MGM
McLintock	A1	UA
• Merlin Jones		BV
Mind Benders, The	A3	A-I
Miracle Of The White Stallions	A1	BV
Misadventures of Merlin Jones	A1	BV
• Mister Moses		UA
Moderato Contabile		For.
• Moon-Spinners, The		BV
Move Over, Darling	A3	Fox
Murder At The Gallop	A1	MGM
• Murder Most Foul		MGM
Muriel	A3	For.
• Muscle Beach Party		A-I
Mutiny On The Bounty	A2	MGM
• My Fair Lady		WB
My Six Loves	A1	Par.
My Son, The Hero	A1	UA
My Son the Vampire		For.

N

Naked Autumn		For.
• Naked Kiss, The		AA
• Natives Are Restless Tonight, The		MGM
• New Interns, The		Col.
New Kind Of Love, A	B	Par.
• Night Must Fall		MGM
• Night Of The Iguana		MGM
Night Tide (Filmgroup)		A-I
• Nightmare	A2	U
Nutty Professor, The	A1	Par.

O

• Of Human Bondage		MGM
Of Love And Desire	B	Fox
Old Dark House, The	A2	Col.
One Man's Way	A1	UA
1000 Shapes of A Female		Misc.
Operation Bikini	B	A-I
• Only One New York		Emb.
• Out-Of-Towners, The		WB
• Outrage, The		MGM

RHINO—(MC)—Harry Guardino, Robert Culp
SANDOKAN, THE GREAT—(WS;, TC)—Steve Reeves
SIGNPOST TO MURDER—(PV)—Joanne Woodward, Stuart Whitman
SMOG—(WS)—Annie Girardot, Renato Salvatore
TAMAHINE—(C)—Nancy Kwan, John Fraser
UNSINKABLE MOLLY BROWN, THE—(PV; MC)—Debbie Reynolds, Harve Presnell
VILLAGE OF DAUGHTERS—Eric Sykes, Gregoire Aslan
VIVA LAS VEGAS—PV; MC)—Elvis Presley, Ann Margret

PARAMOUNT

DISTRIBUTED DURING THE PAST 12 MONTHS

6307 **ALL THE WAY HOME**—D—103m.—Jean Simmons, Robert Preston, Michael Kearney—5095 (9-25-63)—Well made drama for discriminating audiences
6221 **COME BLOW YOUR HORN**—C-112m.—(PV; TC)—Frank Sinatra, Molly Picon, Barbara Rush—5049 (5-29-63)—Very funny comedy should roll to top returns
6220 **DONOVAN'S REEF**—CD-107m.—(TC)—John Wayne, Lee Marvin, Elizabeth Allen—5062 (6-26-63)—Sell the names and the action
R6301 **DON'T GIVE UP THE SHIP**—C-89m.—Jerry Lewis—5073 (8-7-63)—Amusing Lewis entry—Reissue
6217 **DUEL OF THE TITANS**—MD-90m.—(CS; EC)—Steve Reeves, Gordon Scott, Virna Lisi—5062 (6-26-63)—Actionful, large scale spectacle of ancient times—French-Italian co-production; dubbed in English
6305 **FUN IN ACAPULCO**—MU-100m.—(TC)—Elvis Presley, Ursula Andress—5109 (11-20-63)—Presley sings again
R6218 **GUNFIGHT AT THE O.K. CORRAL**—W-122m.—(TC)—Burt Lancaster, Kirk Douglas—5056 (6-12-63)—Super western rates high—Reissue
6216 **HUD**—D-112m.—(PV)—Paul Newman, Melvin Douglas, Patricia Neal—5046 (5-15-63) High rating dramatic entertainment
R6223 **LAST TRAIN FROM GUN HILL, THE**—W-94m.—(TC)—Kirk Douglas, Anthony Quinn—5056 (6-12-63)—Suspenseful, big scale western—Reissue
6312 **LOVE WITH THE PROPER STRANGER**—D-100m.—Natalie Wood, Steve McQueen—5118 (12-18-63)—Warm, entertaining drama of youngsters searching for love
R6214 **MAN WHO KNEW TOO MUCH, THE**—MD-120m.—(VV; TC)—James Stewart, Doris Day—5046 (5-15-63)—Reissue of high rating Hitchcock thriller
6213 **MY SIX LOVES**—CD-101m.—(TC)—Debbie Reynolds, Cliff Robertson—5025 (3-6-63)—Warm, entertaining family treat
6304 **NEW KIND OF LOVE, A**—C-110m.—(TC)—Paul Newman, Joanne Woodward, Thelma Ritter—5090 (9-11-63)—Entertaining comedy
6219 **NUTTY PROFESSOR, THE**—C-107m.—(TC)—Jerry Lewis, Stella Stevens—5046 (5-15-63)—Jerry Lewis rides again
6318 **PARIS PICK-UP**—D-90m.—Robert Houssein, Lea Massari—5114 (12-4-63)—Mystery meller import of average interest—French-made; dubbed in English
R6302 **ROCK-A-BYE BABY**—C-116m.—(TC)—Jerry Lewis—5073 (8-7-63)—Highly amusing Lewis entry—Reissue
SEVEN DAYS IN MAY—D-120m.—Burt Lancaster, Kirk Douglas, Ava Gardner—5129 (2-5-64)—Engrossing drama with name-filled cast
6317 **SON OF CAPTAIN BLOOD**—MD-88m.—(CS; TC)—Sean Flynn, Ann Todd—5114 (12-4-63)—Fair action entry—Made abroad
R6308 **TO CATCH A THIEF**—MYC-106m.—(VV; TC)—Cary Grant, Grace Kelly—5073 (8-7-63)—High rating entertainment—Reissue
R6215 **TROUBLE WITH HARRY, THE**—C-99m.—(VV; TC)—Edmund Gwenn, John Forsythe, Shirley MacLaine—5046 (5-15-63)—Reissue is off-beat, amusing Hitchcock entry
R6309 **VERTIGO**—MD-127m.—(VV; TC)—James Stewart, Kim Novak—5073 (8-7-63)—Names will help suspense film—Reissue
6310 **WHO'S BEEN SLEEPING IN MY BED?**—C-103m.—(PV; TC)—Dean Martin, Elizabeth Montgomery, Carol Burnett—5114 (12-4-63)—Sophisticated, adult comedy
6306 **WHO'S MINDING THE STORE?**—C-90m.—(TC)—Jerry Lewis, Jill St. John—5114 (12-4-63)—Amusing Lewis entry
6303 **WIVES AND LOVERS**—C-103m.—Janet Leigh, Van Johnson, Shelly Winters—5073 (8-7-63)—Loads of laughs in sophisticated comedy about romantic hi-jinks

COMING FEATURES IN ORDER OF RELEASE

April **PARIS WHEN IT SIZZLES**—(TC; PV)—William Holden, Audrey Hepburn
May **LAW OF THE LAWLESS**—(TC)—Dale Robertson, Yvonne De Carlo, William Bendix
June **LADY IN A CAGE**—Olivia de Havilland, Jeff Corey, Ann Sothern

COMING

BECKET—(PV; EC)—Richard Burton, Peter O'Toole
CARPETBAGGERS, THE—(70mm. PV; TC)—George Peppard, Alan Ladd, Carroll Baker, Martha Hyer
CIRCUS WORLD—(TC)—John Wayne, Claudia Cardinale, John Smith, Rita Hayworth
FALL OF THE ROMAN EMPIRE—(UltraPV; TC)—Sophia Loren, Stephen Boyd
PATSY, THE—(TC)—Jerry Lewis, Ina Balin
ROBINSON CRUSOE ON MARS—(TS; TC)—Paul Mantee, Vic Lundin
STAGE TO THUNDER ROCK—(TC)—Barry Sullivan, Marilyn Maxwell, Scott Brady
WHERE LOVE HAS GONE—(TS; TC)—Susan Hayward, Bette Davis

20TH CENTURY-FOX

DISTRIBUTED DURING THE PAST 12 MONTHS

304 **DAY MARS INVADED EARTH, THE**—MD-70m.—(CS)—Kent Taylor, Marie Windsor—5050 (5-29-63)—Unusual, interesting programmer
CLEOPATRA—D-192m.—(Todd-AO; DC)—Elizabeth Taylor, Richard Burton, Rex Harrison—5062 (6-26-63)—Superior entertainment
312 **CONDEMNED OF ALTONA, THE**—D-114m.—Sophia Loren, Maximilian Schell, Fredric March—5090 (9-11-63)—Powerful, disturbing drama for discriminating—Made in Europe
320 **FAREWELL TO ARMS, A**—D-123m.—(CS; DC)—Rock Hudson, Jennifer Jones—5090 (9-11-63)—Fine filmization of famous book—Reissue
212 **HAND OF DEATH**—MD-62m.—(CS)—John Agar, Paula Ramond—5038 (4-17-63)—'Moster' dualler
317 **HARBOR LIGHTS**—MD-68m.—(CS)—Kent Taylor, Miriam Colon—5069 (7-24-63)—Fair programmer
313 **HOUSE OF THE DAMNED**—MD-62m.—(CS)—Ronald Foster, Merry Anders—5042 (5-1-63)—Good "haunted house" meller for duallers
311 **LEOPARD, THE**—D-161m.—(CS; DC)—Burt Lancaster, Alan Delon, Claudia Cardinale—5078 (8-21-63)—Cannes prize winner is over-long entry for art, specialty spots—Italian-made
318 **LONGEST DAY, THE**—D-180m.—(CS)—All-star cast—4986 (10-10-62)—High rating war entry—Filmed abroad
401 **MAN IN THE MIDDLE**—D-94m.—(CS)—Robert Mitchum, France Nuyen—5121 (1-8-64)—Interesting drama—Filmed in England and India
302 **MARILYN**—DOC.—83m.—(CS; C and black and white)—Narrated by Rock Hudson—5056 (6-12-63)—Mildly impressive documentary on late Marilyn Monroe
324 **MOVE OVER DARLING**—C-103m.—(CS; DC)—Doris Day, James Garner, Polly Bergen—5115 (12-4-63)—Entertaining comedy
319 **OF LOVE AND DESIRE**—D-97m.—(DC)—Merle Oberon, Steve Cochran, Curt Jurgens—5090 (9-11-63)—Romantic drama is fair entry for adults only—Mexican-made
316 **POLICE NURSE**—MD-64m.—(CS)Ken Scott, Merry Anders—5050 (5-29-63)—For the lower half
309 **STRIPPER, THE**—D-95m.—(CS)—Joanne Woodward, Richard Beymer—5042 (5-1-63)—Interesting drama
323 **TAKE HER, SHE'S MINE**—C-98M.—(CS; DC)—James Stewart, Sandra Dee, Audrey Meadows—5102 (10-23-63)—Highly amusing romantic comedy
326 **THUNDER ISLAND**—MD-65m.—(CS)—Gene Nelson, Fay Spain, Miriam Colon—5098 (10-9-63)—Good programmer
315 **YELLOW CANARY, THE**—D-93m.—(CS)—Pat Boone, Barbara Eden—5038 (4-17-63)—Well-made mystery thriller

COMING FEATURES IN ORDER OF RELEASE

LASSIE'S GREAT ADVENTURE—(DC)—June Lockhart, Hugh Reilly
YOUNG SWINGERS, THE—Molly Bee
SURF PARTY—Bobby Vinton, Jackie DeShannon
Feb. **EYES OF ANNIE JONES, THE**—Richard Conte, Francesca Annis
Feb. **SHOCK TREATMENT**—(CS)—Stuart Whitman, Carol Lynley, Lauren Bacall
March **THIRD SECRET, THE**—(CS)—Stephen Boyd, Pamela Franklin—English

COMING

AMOK—Jock Mahoney, Margia Dean
CURSE OF THE LIVING CORPSE, THE—
FATE IS THE HUNTER—(CS; C)—Glenn Ford, Suzanne Pleshette
GOOD SOUP, THE—(CS)—Franchot Tone, Annie Giradot
HORROR OF IT ALL, THE—Pat Boone, Erica Rogers
HORROR OF PARTY BEACH, THE—
VISIT, THE—(CS)—Ingrid Bergman, Anthony Quinn
WHAT A WAY TO GO!—(CS; DC)—Shirley MacLaine, Paul Newman, Robert Mitchum

UNITED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

6310 **AMAZONS OF ROME**—SPEC.-93m.—(EC)—Louis Jourdan, Sylvia Syms—5025 (3-6-63)—Actionful ancient war spectacle—French-Italian co-production; dubbed in English
BEAUTY AND THE BEAST—MD-77m.—(TC)—Joyce Taylor, Mark Damon—5095 (9-25-63)—Okay family programmer—Harvard
BIG RISK, THE—D-111m.—Lino Ventura, Sandra Milo—5056 (6-12-63)—Interesting crime meller—Franco-Italian co-production; dubbed in English—Amon
6314 **CALL ME BWANA**—C-103m.—(EC)—Bob Hope, Anita Ekberg, Edie Adams—5050 (5-29-63)—Entertaining Hope entry—Eon
6315 **CARETAKERS, THE**—D-97m.—Robert Stack, Polly Bergan, Joan Crawford—5078 (8-21-63)—Gripping drama of life in mental hospital—Barlett
6404 **CEREMONY, THE**—D-105m.—Laurence Harvey, Sarah Miles—5118 (12-18-63)—Best for the arty set—Harvey
6207 **CLOWN AND THE KID, THE**—D-66m.—John Lupton, Mike McGeevey, Mary Webster—5091 (9-11-63)—For the lower half and Saturday matinees—Harvard
COURT MARTIAL—MD-82m.—Karlheinz Boehm, Sabina Sesselman—5098 (10-9-63)—Interesting, tragic war story—German-made; dubbed in English
6308 **DIARY OF A MADMAN**—MD-96m.—(TC)—Vincent Price, Nancy Kovack—5025 (3-6-63)—Good horror show for program—Admiral
6307 **DR. NO**—MD-111m.—(TC)—Sean Connery, Ursula Andress—5034 (4-3-63)—High rating adventure drama loaded with sex, skullduggery, and thrills—English—Saltzman-Broccoli
6312 **GREAT ESCAPE, THE**—MD-168m.—(PV; DC)—Steve McQueen, James Garner—5038 (4-17-63)—Solid, exciting, suspenseful P.O.W. yarn—Mirisch
6311 **I COULD GO ON SINGING**—DMU-99m.—(PV; TC)—Judy Garland, Dirk Bogarde—5030 (3-20-63)—Entertaining drama—English
6313 **IRMA LA DOUCE**—C-146m.—(PV; TC)—Jack Lemmon, Shirley MacLaine—5056 (6-12-63)—Highly entertaining entry for adult audiences—Mirisch
6401 **IT'S A MAD, MAD, MAD, MAD WORLD**—C-167m. plus intermission—(Cinerama; ultra-Panavision; TC)—Spencer Tracy, Milton Berle, Ethel Merman, others—5109 (11-20-63)—High rating entertainment—Kramer
6319 **JOHNNY COOL**—MD-101m.—Henry Silva, Elizabeth Montgomery—5091 (9-11-63)—Actionful killer-gangster meller—Chrislaw
6402 **KINGS OF THE SUN**—D-108m.—(PV; DC)—Yul Brynner, Shirley Anne Field—5118 (12-18-63)—Names must carry mild spectacle—Mirisch
6405 **LADYBUG, LADYBUG**—D-84m.—Jane Connell, William Daniels—5119 (12-18-63)—Off-beat drama with a message—Perry
6321 **LILIES OF THE FIELD, THE**—CD-94m.—Sidney Poitier, Lilla Skala—5073 (8-7-63)—Heartwarming, delightful family entertainment—Rainbow
6309 **LOVE IS A BALL**—C-112m.—(PV; TC)—Glenn Ford, Hope Lange, Charles Boyer—5026 (3-6-63)—Slick sophisticated comedy romp—Oxford-Gold Medal
6322 **MC LINTOCK**—W-127m.—(PV; TC)—John Wayne, Maureen O'Hara—5112 (11-20-63)—Well-made fun western
6320 **MY SON, THE HERO**—MD-111m.—(TC)—Pedro Armendariz, Antonella Lualdi—5095 (9-25-63)—Adventure yarn offers fun—Italian-made; dubbed in English
6406 **ONE MAN'S WAY**—D-105m.—Don Murray, Diana Hyland—5130 (2-5-64)—Warm, appealing life story of Dr. Norman Vincent Peale—Ross
6403 **PINK PANTHER, THE**—C-113m.—(TC; TR)—David Niven, Peter Sellers, Robert Wagner, Capucine—5130 (2-5-64)—Highly entertaining comedy—Mirisch
6323 **STOLEN HOURS**—D-100m.—(DC)—Susan Hayward, Michael Craig—5098 (10-9-63)—Well-done heart-tugger aimed at the ladies—English-made—Mirisch
6226 **THIRD OF A MAN**—D-80m.—Simon Oakland, Jimmy Gaines,—5091 (9-11-63)—Family programmer of mental illness—Phoenix
781 **TOM JONES**—C—131m.—(EC)—Albert Finney, Susannah York—5100 (10-9-63)—High rating entry for adult audiences—English-made
6316 **TOYS IN THE ATTIC**—D-90m.—(PV)—Dean Martin, Geraldine Page, Wendy Hiller, Yvette Mimieux—5063 (6-26-63)—Powerful, adult drama—Mirisch-Claude
6318 **TWICE TOLD TALES**—MD-119m.—(TC)—Vincent Price, Mari Blanchard—5099 (10-9-63)—Okay horror item—Kent

COMING FEATURES IN ORDER OF RELEASE

April **FLIGHT FROM ASHIYA**—(PV; C)—Yul Brynner, Suzy Parker, Richard Widmark—Hecht
April **FROM RUSSIA, WITH LOVE**—(TS; TC)—Sean Connery, Lotte Lenya—Eon
May **BEST MAN, THE**—Henry Fonda, Cliff Robertson, Margaret Leighton-Miller-Turman

COMING

DUBIOUS PATRIOTS, THE—(PV; C)—Stewart Granger, Henry Silva, Raf Vallone, Mickey Rooney—Corman
FOR THOSE WHO THINK YOUNG—(TS; TC)—James Darren, Pamela Tiffin—Essex
GREATEST STORY EVER TOLD, THE—(CN; TC)—Max Von Sydow, Charlton Heston—George Stevens
INVITATION TO A GUNFIGHTER—(PV; EC) —Yul Brynner, Janice Rule—Kramer
MISTER MOSES—(PV; C)—Robert Mitchum, Carroll Baker—Ross
SATAN BUG, THE—(PV; C)—George Maharis, Anne Francis, Richard Basehart—Mirisch
SEVENTH DAWN, THE—William Holden, Susannah York—Helvia
SHOT IN THE DARK, A—(PV; C)—Elke Sommer, Peter Sellers—Mirisch
633 SQUADRON—(PV; C)—Cliff Robertson, George Chakiris—Mirisch
TOPKAPI—Melina Mercouri, Peter Ustinov, Maximillian Schell—Filmways
TRAIN, THE—Burt Lancaster, Jeanne Moreau
WOMAN OF STRAW—(C)—Gina Lollabrigida, Sean Connery
WORLD OF HENRY ORIENT, THE—(PV; C)—Peter Sellers, Angela Lansbury—Pan Arts

---

UNIVERSAL

DISTRIBUTED DURING THE PAST 12 MONTHS

6307 **BIRDS, THE**—D-120m.—(TC)—Rod Taylor, Jessica Tandy, Tippi Hedren—5034 (4-3-63)—Different Hitchcock offering looks like strong boxoffice
BRASS BOTTLE, THE—C-89m.—(C)—Tony Randall, Burl Ives, Barbara Eden—5133 (2-19-64)—Lightweight, fun-filled entry
CAPTAIN NEWMAN, M.D.—CD-126m.—(EC)—Gregory Peck, Tony Curtis, Angie Dickinson, Bobby Darin—5103 (10-23-63)—Very good comedy drama
CHARADE—CMD-114m.—(TC)—Cary Grant, Audrey Hepburn—5095 (9-25-63)—Pleasing, well-made entertainment—Filmed abroad
6320 **DARK PURPOSE**—MD-97m.—(TC)—Shirley Jones, Rossano Brazzi, George Sanders—5130 (2-5-64)—Okay mystery show
DREAM MAKER, THE—MU-87m.—(C)—Tommy Steele, Angela Douglas—5131 (2-5-64)—Pleasant programmer—English-made
6319 **FOR LOVE OR MONEY**—C-108m.—(EC)—Kirk Douglas, Mitzi Gaynor—5063 (6-26-63)—Fun entry is well made
6313 **GATHERING OF EAGLES, A**—D-115m.—(EC)—Rock Hudson, Rod Taylor, Mary Peach—5057 (6-12-63)—The Strategic Air Command in action
HIDE AND SEEK—MD-90m.—Ian Carmichael, Janet Munro, Curt Jurgens—5133 (2-19-64)—Okay programmer—English-made
6314 **KING KONG VS GODZILLA**—MD-90m.—(C)—Michael Keith, James Yagi—5057 (6-12-63)—Exploitable science fiction entry for program—Japanese made
6318 **KISS OF THE VAMPIRE**—MD-88m.—(EC)—Clifford Evans, Niel Wilman—5074 (8-7-63)—Good horror entry—English
6312 **LANCELOT AND GUINEVERE (SWORD OF LANCELOT)**—D-116m.—(PV; EC)—Cornel Wilde, Jean Wallace—5042 (5-1-63)—Colorful tale of Knights of yesteryear—English made
6315 **LIST OF ADRIAN MESSENGER, THE**—MD-98m.—George C. Scott, Dana Wynter—5050 (5-29-63)—Absorbing, well-made mystery
MAN'S FAVORITE SPORT?—C-120m.—(TC)—Rock Hudson, Paula Prentiss—5126 (1-22-64)—Cute comedy
6309 **PARANOIAC**—MD-80m.—Jeanette Scott, Oliver Reed—5039 (4-17-63)—Interesting horror import—English
RAIDERS, THE—W-75m.—(C)—Robert Culp, Brian Keith, Judi Meredith—5119 (12-18-63)—For the lower half
6310 **SHOWDOWN**—W-79m.—Audie Murphy, Kathleen Crowley—5039 (4-17-63)—For lower half of program
SWORD OF LANCELOT—SEE LANCELOT AND GUINEVERE
6311 **TAMMY AND THE DOCTOR**—CD-88m.—(EC)—Sandra Dee, Peter Fonda—5047 (5-15-63)—Cute series entry
YOUNG AND WILLING—D-110m.—Virginia Maskell, Paul Rogers, Ian McShane—5131 (2-5-64)—Interesting drama—English-made

---

P

Pair Of Briefs, A		For.
Palm Springs Week-End	B	WB
Parnoiac	A2	U-I
Paris Pick-Up		Par.
●Party, The		AA
●Paris When It Sizzles		Par.
●Passionate Thief, The	A3	Emb.
●Patsy, The		Par.
Payroll	B	AA
●Perang		UA
Pink Panther	A3	UA
Pirate And The Slave Girl		For.
●Playboy		Col.
Playgirls International		Misc.
Play It Cool	A2	AA
●Play It Cooler		Col.
Please, Not Now!	C	For.
Point Of Order	A2	Misc.
Police Nurse	A3	Fox
●Postman's Knock		MGM
PT 109	A1	WB
Prize, The	A3	MGM
●Psyche 59		Col.
Psychomania		Misc.
●Pumpkin Eater, The		Col.
Pyro	A3	A-I

Q

●Quick Gun, The		Col.

R

Raiders, The	A1	U
Rampage	B	WB
Reach For Glory		Col.
Resurrection		For.
●Rhino		MGM
Rififi In Tokyo	A3	MGM
●Robin And The 7 Hoods		WB
●Robinson Crusoe On Mars		Par.
Rock-A-Bye Baby—Re.	A1	Par.
Running Man, The	A3	Col.

S

●Samson And The Slave Queen	A1	A-I
●Sandokan, The Great		MGM
●Satan Bug, The		UA
Savage Sam	A1	BV
Scanty Panties		Misc.
●Secret Door, The		AA
●Send Me No Flowers		U
●Senilita		Col.
Seven Days in May	A2	Par.
●Seven Faces Of Dr. Lao, The		MGM
Seven Seas To Calais	A1	MGM
●Seventh Dawn, The		UA
Seventh Juror, The		For.
●Sex And The Single Girl		WB
Shock Corridor	B	AA
●Shock Treatment		Fox
●Shot In The Dark, A		UA
Showdown	A2	U
Siege Of The Saxons	A1	Col.
●Signpost To Murder		MGM
Silence, The		For.
●633 Squadron		UA
Skydivers, The		Misc.
Slave, The	A2	MGM
Slime People, The		Misc.
●Smog		MGM
●Soldier In The Rain	B	AA
●Some People		A-I
Son Of Captain Blood, The	A1	Par.
Sound Of Laughter, The		Misc.
Sound Of Trumpets, The	A2	For.
Spencer's Mountain	A3	WB
Square Of Violence	A2	MGM
●Stage To Thunder Rock		Par.
Stark Fear		Misc.
Steppe, The		For.
Stolen Hours	A2	UA
Strait-jacket	A3	Col.
●Strange Bedfellows		U
●Strangler, The		AA
Stripper, The	B	Fox
Suitor, The	A2	For.
Summer Holiday	A1	A-I
Summer Magic	A1	BV
Summer Place—Re.	B	WB
Sunday In New York		MGM
Sunswept		For.
●Surf Party	A2	Fox
Swingin' Maiden, The		Col.
Sword And The Stone	A1	BV
Sword Of Lancelot (See Lancelot And Guinevere)		

T

Take Her, She's Mine	A3	Fox
• Tamahine		MGM
Tammy And The Doctor	A1	U-I
Tarzan's Three Challenges	A1	MGM
Terrified		Misc.
Terror, The	A2	A-I
Therese		For.
• These Are The Damned		Col.
Three Lives Of Thomasina, The	A1	BV
• Three Penny Opera		Emb.
Three Stooges Go Around The World In A Daze	A1	Col.
Third Of A Man	A2	UA
• Third Secret, The		Fox
Thrill Of It All, The	A2	U-I
13 Frightened Girls	A1	Col.
• Those Crazy Calloways		BV
Thunder Island	A2	Fox
Tiara Tahiti	B	For.
Ticklish Affair, A	A1	MGM
• Tiger Walks, A		BV
• Tiko And The Shark		MGM
To Bed—Or Not To Bed		For.
To Catch A Thief—Re.	A2	Par.
Tom Jones	A4	UA
• Topkapi		UA
• Torpedo Bay		AI
Toys In The Attic	A3	UA
Traitors, The	A1	U
• Train, The		UA
• Traveling Lady, The		Col.
Trouble With Harry, The—Re.	B	Par.
20,000 Leagues Under The Sea-Re.	A1	BV
Twice Told Tales	A2	UA
Twilight Of Honor	A3	MGM
• Two Are Guilty	A3	MGM
Two Nights With Cleopatra	A2	For.

U

Ugly American, The	A1	U-I
• Unearthly Stranger, The		A-I
• Under Age		AI
Under The Yum Yum Tree	A4	Col.
• Unsinkable Molly Brown, The		MGM

V

Vertigo—Re.	A2	Par.
• Vice And Virtue		MGM
Victors, The	A3	Col.
• Village Of Daughters		MGM
• Visit, The		Fox
• Viva Las Vegas	B	MGM
V.I.P.'s, The	A3	MGM

W

Wacky Playboy, The		Misc.
Wall Of Noise	B	WB
War Is Hell	A2	AA
War Of The Buttons, The	C	For.
• Watch It, Sailor		Col.
Werewolf in a Girl's Dormitory	A2	Misc.
• What A Way To Go!		Fox
Wheeler Dealers, The	A2	MGM
• Where Love Has Gone		Par.
Who's Been Sleeping In My Bed	B	Par.
Who's Minding The Store?	A1	Par.
• Wild And Wonderful	A1	U
Witch's Curse, The		For.
Wives And Lovers	B	Par.
• Women Of Straw		UA
Woman Of The World	C	Emb.
• World Of Henry Orient, The		UA

X

X—The Man With The X-Ray Eyes	A2	A-I

Y

Yank In Viet-nam, A		AA
Yellow Canary, The	A2	Fox
Yellowstone Cubs		BV
• Yesterday, Today And Tomorrow		Emb.
Young And The Brave	A1	MGM
• Young Girls Of Good Family		Emb.
• Youngblood Hawke	A3	WB
Young And Willing	A4	U
Young Racers, The	A2	A-I
• Young Swingers, The	A1	Fox

Z

• Zulu		Emb.

6316 **THRILL OF IT ALL, THE**—C—108m.—(EC)—Doris Day, James Garner—5057 (6-12-63)—Highly amusing comedy
6317 **TRAITORS, THE**—MD—71m.—Patrick Allen, James Maxwell—5057 (6-12-63)—Suspense meller for supporting slot—English
6308 **UGLY AMERICAN, THE**—D-120m.—(EC)—Marlon Brando, Sandra Church—5035 (4-3-63)—High rating, topical drama

COMING FEATURES IN ORDER OF RELEASE

Feb. **HE RIDES TALL**—Tony Young, Dan Duryea

COMING

BEDTIME STORY—(C)—Marlon Brando, David Niven, Shirley Jones
BULLET FOR A BADMAN—(EC)—Audie Murphy, Darren McGavin, Ruta Lee
CHALK GARDEN, THE—(TC)—Hayley Mills, Deborah Kerr
DAFFY—Michael Parks, Celia Kaye
I'D RATHER BE RICH—(C)—Sandra Dee, Robert Goulet
ISLAND OF THE BLUE DOLPHINS—(EC)—Celia Kaye, Jule Jayne
LIVELY SET, THE—(C)—James Darren, Pamela Tiffin
KITTEN WITH A WHIP—Ann-Margret, John Forsythe
MARNIE—(TC)—Tippi Hedren, Sean Connery
NIGHTMARE—David Knight, Moira Redmond—English-made
SEND ME NO FLOWERS—(C)—Rock Hudson, Doris Day
STRANGE BEDFELLOWS—Rock Hudson, Gina Lollobrigida
WILD AND WONDERFUL—(C)—Tony Curtis, Christine Kaufmann

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

362 **ACT ONE**—CD-110m.—George Hamilton, Jason Robards, Jr.—5119 (12-18-63)—Very good comedy drama
358 **AMERICA AMERICA**—D-174m.—Stathis Giallelia—5121—(1-8-64)—Well-made, interesting drama—Filmed abroad
AUNTIE MAME—C-143m.—(TE; TC)—Rosalind Russell, Forrest Tucker—5074 (8-7-63)—Highly humorous entertainment—Reissue
263 **BLACK GOLD**—MD-98m.—Phillip Carey, Diane McBain—5050 (5-29-63)—Fairly interesting oil yarn
352 **CASTILIAN, THE**—D—103m.—(Panacolor; EC)—Caesar Romero, Alida Valli—5099 (10-9-63)—Colorful action adventure for program—Made in Spain
259 **CRITICS CHOICE**—C-100m.—(PV; TC)—Bob Hope, Lucille Ball—5035 (4-3-63)—Amusing comedy gets big 'name' boost
357 **DEAD RINGER**—D-115m.—Bette Davis, Karl Malden—5131 (2-5-64)—Interesting drama
DR. CRIPPEN—D-98m.—Donald Pleasance, Coral Browne, Samantha Eggar—5133 (2-19-64)—Fair import—English-made
356 **4 FOR TEXAS**—CMD-124m.—(TC)—Frank Sinatra, Dean Martin, Anita Ekberg—5122 (1-8-64)—Western has angles for boxoffice action
INCREDIBLE MR. LIMPET, THE—C-99m.—Don Knotts, Carole Cook—5131 (2-5-64)—Good fun film
264 **ISLAND OF LOVE**—C-101m.—(PV; TC) Robert Preston, Georgia Moll—5039 (4-17-63)—Cute and colorful comedy
MAN FROM GALVESTON, THE—W—57m.—Jeff Hunter, Joanna Moore—5126 (1-22-64)—Short feature is okay dualler
354 **MARY, MARY**—C-126m.—(TC)—Debbie Reynolds, Barry Nelson—5091 (9-11-63)—Amusing picturization of stage hit
355 **PALM SPRINGS WEEKEND**—CD-100m.—(TC)—Troy Donahue, Connie Stevens—5105 (11-6-63)—Program entry has angles for teens and others
266 **PT 109**—D-140m.—(PV; TC)—Cliff Robertson, Ty Hardin—5030 (3-20-63)—Excellent dramatization of President Kennedy's wartime experiences
353 **RAMPAGE**—D-98m.—(TC)—Robert Mitchum, Elsa Martinelli, Jack Hawkins—5078 (8-21-63)—Two men and a woman on safari is interesting drama
265 **SPENCER'S MOUNTAIN**—D-119m.—(PV; TC)—Henry Fonda, Maureen O'Hara—5026 (3-6-63)—Highly interesting drama for family trade
SUMMER PLACE—D-130m.—(TC)—Richard Egan, Dorothy McGuire—5074 (8-7-63)—Well-made tale of human emotions could gross big—Reissue
351 **WALL OF NOISE**—D-112m.—Ty Hardin, Suzanne Pleshette, Dorothy Provine—5078 (8-21-63)—Interesting romantic drama with horse race background

COMING FEATURES IN ORDER OF RELEASE

May **DISTANT TRUMPET, A**—(PV; TC)—Troy Donahue, Suzanne Pleshette

COMING

CHEYENNE AUTUMN—(Super-PV 70; C)—Edward G. Robinson, James Stewart, Carroll Baker
ENSIGN PULVER—(PV; TC)—Robert Walker, Burl Ives, Millie Perkins
FBI CODE 98—Jack Kelly, Peggy McCay
GREAT RACE, THE—(WS; C)—Burt Lancaster, Jack Lemmon
KISSES FOR MY PRESIDENT—Fred MacMurray, Polly Bergen
MY FAIR LADY—(Super Panavision 70; TC)—Rex Harrison, Audrey Hepburn
OUT-OF-TOWNERS, THE—Glenn Ford, Geraldine Page
ROBIN AND THE 7 HOODS—(PV; TC)—Frank Sinatra, Dean Martin, Sammy Davis, Jr., Bing Crosby
SEX AND THE SINGLE GIRL—(TC)—Tony Curtis, Natalie Wood, Henry Fonda
YOUNGBLOOD HAWKE—James Franciscus, Suzanne Pleshette

MISCELLANEOUS

ALL OF ME—NOV.—73m.—(Partly EC)—Brenda DeNaut—5122 (1-8-64)—Nudie novelty has several angles—Brenner
BALCONY, THE—D-84m.—Shelley Winters, Peter Falk—5035 (4-3-63)—For adults only in the art spots—Continental
BATTLE OF THE WORLDS—MD-84m.—(C)—Claude Raines—5119 (12-18-63)—Fair science fiction meller—Topaz
BEAUTY AND THE BODY—NOV.-70m.—(C)—Kip Behar, Judy Miller—5134 (2-19-64)—Okay program filler—Manson Dist. Corp.
BELL, BARE AND BEAUTIFUL—NOV—64m.—(EC)—Virginia Bell—5106 (11-6-63)—Nudie novelty has Bell name—Griffith
BEST OF CINERAMA, THE—COMP.-142m.—(TC; CN)—Best of past Cinerama efforts—5122 (1-8-64)—Cinerama
BUNNY YEAGER'S NUDE LAS VEGAS—NOV.-69m.—(EC)—Bunny Yeager—5134 (2-19-64)—Fair nudie novelty for fast buck spots—Cinema Syndicate
CRAWLING HAND, THE—MD-89m.—Rod Lauren, Sirry Steffen—5134 (2-19-64)—Fair dualler—Hansen Ent.
CORRIDORS OF BLOOD—MD-87m.—Boris Karloff—5053 (6-12-63)—Exploitable horror item—English—MGM through Independent Exchanges
GLASS CAGE, THE—MD-84m.—Arline Sax, Robert Kelljan—5134 (2-19-64) For the lower half—Futuramic
GONE ARE THE DAYS—CD—97m.—Ruby Dee, Ossie Davis—5106 (11-6-63)—Satire on integration for limited market—Hammer Bros.
MADMEN OF MANDORAS—MD—74m.—Walter Stocker, Audrey Caire—5126 (1-22-64)—Okay programmer—Crown Int.
1000 SHAPES OF A FEMALE—NOV.—79m.—(EC)—Dan Craig, Faith Van Gilbert—5122 (1-8-64)—Artists and nude models at work in Greenwich Village—Cinema Syndicate
PLAYGIRLS INTERNATIONAL—NOV. 70m.—(Techniscope; TC)—Produced and directed by Doris Wishman—5115 (12-4-63)—Fair Nudie Novelty—Westfield
POINT OF ORDER—DOC.-97m.—Produced by Emile De Antonio and Daniel Talbot—5131 (2-5-64)—Documentary based on Army-McCarthy hearings has limited appeal—Point
PSYCHOMANIA—MD-90m.—Lee Philips, Kaye Elhardt, Sheppard Strudwick—5134 (2-19-64)—(2-19-64)—Fair exploitable mystery effort—Victoria
SLIME PEOPLE, THE—MD-60m.—Robert Hutton, Judee Morton—5134 (2-19-64)—Filler for the duallers—Hansen Ent.
SKYDIVERS, THE—MD—75m.—Kevin Casey, Marcia Knight—5127 (1-22-64)—Strictly filler for duallers—Crown Int.
SOUND OF LAUGHTER, THE—COMP.—75m.—Narrated by Ed Wynn—5122 (1-8-64)—Comedy compilation from old films is moderately amusing—Union
STARK FEAR—MD-86m.—Beverly Garland, Skip Homier—5134—(2-19-64)—Spotty effort on an ugly subject—Ellis
TERRIFIED—MD-70m.—Rod Lauren, Steve Drexel, Tracy Olsen—5119 (12-18-63)—Teenage study in terror—Crown Int.
WACKY PLAYBOY, THE—C-63m.—Tommy Raft—5135 (2-19-64)—Feeble semi-nude attempt—Futuramic
WEREWOLF IN A GIRLS' DORMITORY (GHOUL IN SCHOOL, THE)—MD-84m.—Barbara Lass, Carl Schell—5056 (6-12-63)—Okay horror entry—MGM through Independent Exchanges

FOREIGN

DISTRIBUTED DURING THE PAST 12 MONTHS

ALONE AGAINST ROME—MD-100m.—(TC)—Jefferies Lang, Rosanna Podesta—5135 (2-19-64)—Elaborate Italian-made spectacle—Italian-made; English titles—Medallion

AND SUDDENLY IT'S MURDER—C-90m.—(CS)—Alberto Sordi, Dorlan Gray, Vittorio Gassman—5135 (2-19-64)—Amusing import—Italian-made; English titles and dialogue—Royal Films Int.

ATOM AGE VAMPIRE—MD—87m.—Albert Lupo, Susanne Loret—5123 (1-8-64)—Okay horror entry—Italian-made; dubbed in English—Topaz

BANDITS ON THE WIND—MD-113m.—(Tohoscope)—Yosuke Natsuki—5135 (2-19-64)—Entertaining Japanese western—Japanese-made; English titles—Toho

BILLY LIAR—D—96m.—Tom Courtenay, Julie Christie—5123 (1-8-64)—Import is treat for art, specialty spots—English—Continental Dist.

BREAK, THE—D-80m.—William Lucas, Tony Britton, Eddie Byrne—5135 (2-19-64)—Fast moving import—English-made—Union

CHUSHINGURA—D—105m.—(C)—Koushiro Matsumoto, Yuzo Kayama—5106 (11-6-63)—Colorful entry for art spots—Japanese; English titles—Toho

CRY DOUBLE CROSS—MD-65m.—Hardy Kruger—5123 (1-8-64)—Actionful crime meller—German-made; dubbed in English—Atlantic Pictures

DIE FLIEDERMAUS—MUC-107m.—(EC)—Peter Alexander, Marianne Cook—5138 (2-19-64)—Entertaining musical based on Johann Strauss operetta—German-made; English titles—Casino

DOLL, THE—D-100m.—Per Oscarsson—5138 (2-19-64)—Off-beat art house entry—Swedish-made; English titles—Kanawha Films

FIANCES, THE—D-84m.—Carlo Cabrini, Anna Canzi—5138 (2-19-64)—Fair import—Italian-made; English titles—Janus

FIRE WITHIN, THE—D-110m.—Maurice Ronet, Lena Skerla—5138 (2-19-64)—Fair import—French-made; English titles—Gilbralter

GIANT OF METROPOLIS, THE—MD—92m.—(C)—Gordon Mitchell—5123 (1-8-64)—Interesting science fiction melodrama—Italian-made; dubbed in English—Seven Arts

GUEST, THE—D-105m.—Alan Bates, Donald Pleasance, Robert Shaw—5138 (2-19-64)—Interesting drama—English

HIGH AND LOW—MD-142m.—Toshiro Mifune—5139 (2-19-64)—Highly interesting mystery melodrama—Japanese-made; English titles—Continental

INVINCIBLE GLADIATOR, THE—MD—96m.—(Wide Screen)—Richard Harrison, Isabel Corey—5123 (1-8-64)—Action packed Italian spectacle—Italian-made; dubbed in English—Seven Arts

INVITATION TO MURDER—MD—65m.—Robert Beatty—Okay private investigator programmer—5127 (1-22-64)—English-made—Atlantic Pictures

JULIE, THE REDHEAD—C—100m.—Pascale Petit, Daniel Gelin—5106 (11-6-63)—Amusing import—French made; English titles—Shawn Int.

KNIFE IN THE WATER—D—95m.—Leon Niemczyk, Jolente Umecka—5127 (1-22-64)—Compelling psychological drama for art spots—Polish; English titles—Kanawha

LADIES WHO DO—C—85m.—Peggy Mount, Robert Morley—5123 (1-8-64)—Mildly amusing entry—English-made; Continental

LOVE ON A PILLOW—D-102m.—(C; Franscope)—Brigitte Bardot, Robert Hossein—5125 (1-22-64)—Depends on star draw—Made in France; dubbed in English—Royal Films Int.

MODERATO CONTABILE—D—95m.—Jeanne Moreau, Jean-Paul Belmonde—5127 (1-22-64)—Dull import—French-made; English titles—Royal Films Int.

MURIEL—D—115m.—(EC)—Delphine Seyrig, Jean-Baptiste Thieree—5106 (11-6-63)—Puzzling import strictly for art set—French; English titles—Lopert

MY SON THE VAMPIRE—C-72m.—Bela Lugosi, Arthur Lucan—5120 (12-18-63)—Okay combination of slapstick and horror—English-made—Blue Chip Prod.

NAKED AUTUMN—D—98m.—(Dyallscope)—Simone Signoret, Reginald Kernan—5115 (12-4-63)—Fair import—French-made; English titles—UMPO

PAIR OF BRIEFS, A—C—90m.—Michael Craig, Mary Peach—5106 (11-6-63)—Satisfactory English comedy laughs at lawyers—English—Davis

PIRATE AND THE SLAVE GIRL—MD—86m.—(Colorscope; Color)—Lex Barker, Chelo Alonso—5115 (12-4-63)—Costume meller has Lex Barker name—Italian-made; dubbed in English—Crest

PLEASE, NOT NOW!—C—74m.—Brigitte Bardot—5115 (12-4-63)—Saucy Bardot comedy in French style—French-made; dubbed in English—Int. Classics

RESURRECTION—D—148m.—Tamara Syomina, Yevgeni Matveyev—5107 (11-6-63)—Impressive rendition of Tolstoy novel—Russian; English titles; Artkino

SEVENTH JUROR, THE—D-90m.—Bernard Blier, Daniele Delorme—5139 (2-19-64)—Well-made murder drama—French-made; English titles—Trans-Lux

SILENCE, THE—D-95m.—Ingrid Thulin, Gunnel Lindbolm—5139 (2-19-64)—Adult, off-beat Ingmar Bergman entry will cause talk—Swedish-made; English titles—Janus

SOUND OF TRUMPETS, THE—90m.—D—Loredana Detto, Sandro Panzeri—5107 (11-6-63)—Interest-filled Import—Italian; English titles—Janus

STEPPE, THE—D—100m.—(EC)—Charles Vanel, Christina Cajoni—5107 (11-6-63)—Good Import for art spots—Italian made; English titles—Royal Films Int.

SUITOR, THE—C—83m.—Pierre Etaix, Karin Vesely—5107 (11-6-63)—Amusing Import—French-made; English titles; Atlantic

SUNSWEPT—NOV-65m.—(EC)—Yannick—5120 (12-18-63)—Nudist novelty—English-made—American Int. Dist.

THERESE—D—107m.—Emmanuele Riva, Philippe Noiret—5127 (1-22-64)—Fair offering for art spots—French-made; English titles—Pathe

TIARA TAHITI—D—100m.—(EC)—James Mason, John Mills—5116 (12-4-63)—Fair program entry—English made—Zenith Int.

TO BED—OR NOT TO BED—CD—103m.—Alberto Sordi—5127 (1-22-64)—Well made import—Italian-made; English titles—Continental

TWO NIGHTS WITH CLEOPATRA—C—80m.—(C)—Sophia Loren, Alberto Sordi—5107 (11-6-63)—Farce has Loren name and little else—Italian; dubbed in English—Ultra

WAR OF THE BUTTONS, THE—CD-92m.—Jacques Dufilho, Yvette Etievant—5124 (1-8-64)—Amusing entry for art spots—French-made; English titles—Bronston

WITCH'S CURSE, THE—FAN-79m.—(C)—Kirk Morris—5139 (2-19-64)—Strictly for the duallers—Italian-made; dubbed in English—Medallion

THESE THEATRE-TESTED FORMS AVAILABLE TO MOTION PICTURE EXHIBITOR SUBSCRIBERS!

DATE BOOK FORMS:
. . . Pocket-Size-6 ring (3¾ x 6¾ in.) Dated full year supply $1.00
. . . Large Size-3 ring (9 x 12 in.) Undated 52 pages .... .50

SERVICE-KIT SYSTEM:
. . . Large Size complete set of: Date Book forms, Availability and Playoff Worksheets, Performance Record and Cut-Off sheets, Booking Calendar, Other Dividers 1.30
. . . Availability and Playoff Worksheets (9 x 12 in.) 10 pages .... .10
. . . Performance record and Cut-Off Sheets (9 x 12 in.) 20 pages .... .25

BINDERS, Plain:
. . . For Pocket-Size Date Book-6 ring. Soft leatherette. 1.30
. . . For Service-Kit System, Reviews, Service-Section. Stiff leatherette. 1.50

ZIPPER CASE BINDERS, Leather:
. . . 3-Ring, genuine cowhide. Tax incl. 6.00

BOXOFFICE STATEMENTS:
. . . Regular theatre. Padded in 50's and punched (5½ x 9 in.). Per Pad .... .30
. . . Drive-in theatre. Padded in 50's and punched (5½ x 9 in.). Per Pad .... .30

PROGRAM AND RUNNING TIME SCHEDULES:
. . . For regular and drive-in theatres. Padded in 50's. Per Pad .... .30

BOOKKEEPING SYSTEM—Book:
. . . At-A-Glance (copyright) for regular and drive-in theatres. Annual record (9 x 12 in.) 1.75

BUSINESS ANALYSIS SPREAD-SHEETS:
. . . Drive-in theatres only. Large sheets (11 x 16 in.) Set of 13 sheets .... .55

PAYROLL FORMS:
. . . Weekly for regular and drive-in. Folding flap (8½ x 11 in.). Set of 52 sheets 1.30

EMPLOYEE EARNINGS RECORD CARDS:
. . . Annual card for each employee (8½ x 11 in.). All deductions. Set of 12 cards .40

PETTY CASH CONTROL SYSTEM:
. . . Voucher pads, numbered consecutively. (3 x 5 in.) Per Pad .... .30
. . . Weekly envelopes for filing full week's transactions. Set of 50 .... .65

SERVICE MANUALS FOR TRAINING:
. . . Separate sections on regular and drive-in employees. Each .10

EXHIBITOR BOOK SHOP
317 N. Broad St.
Philadelphia, Pa. 19107

The Shorts Parade

1962-63 1963-64 Seasons

Buena Vista

WALT DISNEY CARTOONS (TECHNICOLOR) (REISSUES)

18201 Winter Storage
18202 Frank Buck Brings 'Em Back Alive
18203 Crazy With The Heat
18204 Lighthouse Keeping
18205 Pluto's Quin-Puplets
18206 Canine Patrol
18207 Plutopia
18208 Cold Turkey
18209 How To Fish
18210 Tennis Racquet
18211 Tomorrow We Diet
18212 Brave Engineer
19301 Little Whirlwind
19302 The Whalers
19303 First Aiders
19304 Army Mascot
19305 Goofy Gymnastics
19306 Home Made Home
19307 Foul Hunting
19308 Timber
19309 Truant Officer Donald
19310 Golden Eggs
19311 Test Pilot Donald
19312 Lambert, The Sheepish Lion

SINGLE REEL CARTOONS (TECHNICOLOR)

101 How To Have An Accident At Work
123 The Litterbug
125 Aquamania

TWO REEL CARTOON SPECIALS (TECHNICOLOR)

097 Goliath II
102 Noah's Ark
119 Saga Of Windwagon Smith
112 Donald and The Wheel
139 A Symposium On Popular Songs

THREE REEL LIVE ACTION SPECIALS (TECHNICOLOR)

079 Japan
086 The Danube
099 Eyes In Outer Space
105 Islands Of The Sea
106 Mysteries Of The Deep
127 Bear Country (Re-issue)
131 Water Birds (Re-issue)

FEATURETTES (TECHNICOLOR)

094 Legend Of Sleepy Hollow (Re-issue)
114 Hound That Thought He Was A Raccoon
118 Horse With The Flying Tail

Columbia

COLOR FEATURETTES

7441 (Sept.) Wonderful Switzerland
7442 (Nov.) Travel Along With The Arkansas Traveler
7443 (Jan.) Eventful Britain
7444 (Mar.) Wonderful Africa
7445 (May) Wonderful New York
7446 (July) Wonderful Beaulieu

LOOPY DE LOOP COLOR CARTOONS

7701 (Sept.) Slippery Slippers
7702 (Oct.) Chicken Fracas-See
7703 (Nov.) Rancid Ranson
7704 (Dec.) Bunnies Abundant
7705 (Feb.) Just A Wolfe At Heart
7706 (Mar.) Chicken-Hearted Wolf
7707 (Apr.) Watcha Watchin'
7708 (May) A Fallible Fable
7709 (June) Sheep Steelers Anonymous
7710 (July) Wolf In Sheep Dog's Clothing

MR. MAGOO CARTOONS (REISSUES)

7751 (Sept.) Magoo's Cruise
7752 (Oct.) Magoo's Problem Child
7753 (Nov.) Love Comes To Magoo
7754 (Dec.) Meet Mother Magoo
7755 (Feb.) Gumshoe Magoo
7756 (Mar.) Magoo Goes Overboard
7757 (May) Bwana Magoo
7758 (July) Matador Magoo

COLOR FAVORITE CARTOONS (REISSUES)

7601 (Sept.) Gerald McBoing Boing On Planet Moo
7602 (Sept.) Happy Tots
7603 (Oct.) Willie The Kid
7604 (Nov.) Little Rover
7605 (Nov.) Christopher Crumpet
7606 (Dec.) A Boy and His Dog
7607 (Jan.) Rooty Toot, Toot
7608 (Jan.) Snow Time
7609 (Feb.) Emperor's New Clothes
7610 (Mar.) Little Boy With A Big Horn
7611 (Mar.) The Foxy Pup
7612 (Apr.) Let's Go
7613 (May) Gerald McBoing Boing
7614 (June) Bon Bon Parade
7615 (July) Madeline

CANDID MICROPHONE

7551 (Sept.) No. 1 Series 4
7552 (Nov.) No. 2 Series 4
7553 (Jan.) No. 3 Series 4
7554 (Mar.) No. 4 Series 4

WORLD OF SPORTS

7801 (June) Hunting Unlimited (Color)
7802 (Aug.) Rasslin Rampage

TWO REELERS THE THREE STOOGES (REISSUES)

7401 (Sept.) Husbands Beware
7402 (Oct.) Creeps
7403 (Nov.) Flagpole Jitters
7404 (Jan.) For Crimin Out Loud
7405 (Feb.) Rumpus In The Harem
7406 (Apr.) Hot Stuff
7407 (May) Scheming Schemers
7408 (July) Commotion In The Ocean

COMEDY FAVORITES (REISSUES)

7431 (Oct.) Stop, Look and Listen (Quillan & Vernon)
7432 (Nov.) Tall, Dark and Handsome (Hugh Herbert)
7433 (Dec.) Training For Trouble (Schilling & Lane)
7434 (Jan.) He Popped His Pistol
7435 (Mar.) Wite Decoy
7436 (June) Pardon My Terror

ASSORTED FAVORITES (REISSUES)

7421 (Sept.) Spies and Guys (Joe Besser)
7422 (Nov.) General Nuisance (Buster Keaton)
7423 (Dec.) Hook A Crook (Joe Besser)
7424 (Feb.) So's Your Antenna (Harry VonZell)
7425 (Apr.) She's Oil Mine (Buster Keaton)
7426 (May) Meet Mr. Mischief

SERIALS (REISSUES)

7120 (Oct.) The Batman
7140 (Mar.) Roar Of The Iron Horse
7160 (July) Gunfighters Of The Northwest

Metro-Goldwyn-Mayer

TOM AND JERRY CARTOONS (METROCOLOR)

W-361 (Sept.) Switchin' Kitten
W-362 (Oct.) Down and Outing
W-363 (Dec.) Greek To Me-ow
W-364 (Jan.) High Steaks
W-365 (Mar.) Mouse Into Space
W-366 (Apr.) Landing Stripling
W-367 (June) Calypso Cat

NEW TOM AND JERRY CARTOONS (METROCOLOR)

C-6431 Dickie Moe
C-6432 Cartoon Kit
C-6433 Tall In The Trap
C-6434 Sorry Safari
C-6435 Buddies Thicker Than Water
C-6436 Carmen Get It

GOLD MEDAL CARTOONS (TECHNICOLOR) (TOM AND JERRY REISSUES)

W-6461 Puss Gets The Boot
W-6462 Fraidy Cat
W-6463 Dog Trouble
W-6464 Bowling Alley Cat
W-6465 Fine Feathered Friend
W-6466 Sufferin' Cat
W-6467 Lonesome Mouse
W-6468 Mouse Comes To Dinner
W-6469 Baby Puss
W-6470 Zoot Cat
W-6471 Million Dollar Cat
W-6472 Puttin' On The Dog

Paramount

COLOR FEATURETTE

AA22-1 Sportarama

HIGH TOPPER

T22-1 Thin Along
T22-2 Isles Of The Sun
T22-3 Melody For Machines
T22-4 The World Starts Next Door
T22-5 Beauties Of Scandanavia

NOVELTOONS

P23-1 Gramps To The Rescue
P23-2 Hobo's Holiday
P23-3 Hound For Pound
P23-4 Sheepish Wolf
P23-5 Hiccup Hound
P23-6 Whiz Quiz Kid

MODERN MADCAPS

M23-1 Happy Harry
M23-2 Tell Me A Badtime Story
M23-3 Pig's Feat
M23-4 Sour Gripes
M23-5 Goodie Good Deed
M23-6 Muggy-Doo Boy Cat

POPEYE CHAMPIONS

E23-1 Beach Peach
E23-2 Jitterbug Jive
E23-3 Popeye Makes A Movie
E-23-4 Fly's Last Flight
E23-5 How Green Is My Spinach?
E23-6 Gym Jam

COMIC KING

C22-1 Et Tu Otto
C22-2 A Tree Is A Tree Is A Tree
C22-3 The Method and Maw
C22-4 Take Me To Your Gen'rul
C22-5 Keeping Up With Krazy
C22-6 Mouse Blanche

SPECIAL

B23-1 Jamboree At Marathon

SPORTS IN ACTION

D23-1 Festival Of The Bulls
D23-2 Sky Divers

20th Century-Fox

MOVIETONE VIGNETTE (BLACK AND WHITE) TWO-REELS

7313 (June) Pope John XXIII

MOVIETONE SPORTS (CINEMASCOPE; DELUXE COLOR)

7301 (Jan.) Two On A Pass
7302 (Feb.) Maine, U.S.A.
7303 (March) Sports, Wacky and Wet
7304 (April) Fairytale Land—Denmark
7305 (May) San Fan See
7306 (June) Rangers of Yellowstone
7307 (May) Bermuda Moods
7308 (July) Green Gold
7309 (Nov.) Atomic Lady
7310 (Dec.) Tasmania
7311 (Dec.) The Swedish Look
7312 ( ) Portugal

TERRYTOONS (CINEMASCOPE; DELUXE COLOR)

5301 (Jan.) Fight to the Finish
5302 (March) Astronaut
5303 (April) Missing Genie
5304 (April) Tea Party
5305 (June) Sidney's White Elephant
5306 (June) Trouble In Baghdad
5307 (July) A Bell For Philadelphia
5308 (Aug.) Driven To Extraction
5309 (Sept.) The Big Clean-Up
5310 (Nov.) Split-Level Treehouse

TERRYTOONS (2D ALL PURPOSE; DELUXE COLOR)

5321 (Jan.) Tea House Mouse
5322 (Feb.) To Be Or Not To Be
5323 (March) The Juggler of Our Lady
5324 (May) Pearl Crazy
5325 (July) Cherry Blossom Festival
5326 (Oct.) Spooky-Yaki

Universal-International

TWO REEL SPECIALS IN COLOR (CINEMASCOPE)

4301 (Jan.) Land Of The Long White Cloud
4306 (Apr.) Four Hits And A Mister

SPECIAL

4304 (Jan.) Football Highlights of 1962

ONE REEL COLOR SPECIALS

4371 (Jan.) Steel Bands—Tropical Music (CS)
4372 (Feb.) A Picture For Jean
4373 (Mar.) A Bridge Named Emma (CS)
4374 (Apr.) End Of The Plains
4375 (May) Island Spectacular
4376 (June) The Unknown Giant
4377 (July) This Is The Place
4378 (Aug.) Land Of Homer

WALTER LANTZ WOODY WOODPECKER REISSUE COLOR CARTUNES

4331 (Jan.) Woody Meets Davy Crewcut
4332 (Feb.) Box Car Bandit
4333 (Mar.) Unvearable Salesman
4334 (Apr.) International Woodpecker
4335 (May) To Catch A Woodpecker
4336 (June) Round Trip To Mars
4337 (July) Dopy Dick, The Pink Whale

NEW WALTER LANTZ COLOR CARTUNES

4311 (Jan.) Fish and Chips
4312 (Jan.) Greedy Gabby Gator (WW)
4313 (Feb.) Coming Out Party
4314 (Mar.) Case Of The Cold Storage Yegg
4315 (Mar.) Robin Hoody Woody, (WW)
4316 (Apr.) Charlie's Mother-In-Law
4317 (May) Stowaway Woody (WW)
4318 (May) Hi-Seas Hi-Jacker
4319 (June) Shutter Bug (WW)
4320 (July) Salmon Loafer
4321 (July) Coy Decoy (WW)
4322 (Aug.) Goose In The Rough
4323 (Sept.) Tenant's Racket (WW)
4324 (Oct.) Pesky Pelican
4325 (Oct.) Short In The Saddle (WW)
4326 (Nov.) Goose Is Wild
4327 (Nov.) Tepee For Two (WW)
4328 (Dec.) Science Friction (WW)
4329 (Dec.) Calling Dr. Woodpecker (WW)

Warner Bros.

MERRIE MELODIES-LOONEY TUNES TECHNICOLOR CARTOONS

2701 (9-7-63) The Unmentionables
2702 (9-28-63) Aqua Duck
2703 (11-9-63) Claws Of The Lease
2704 (11-30-63) Transylvania 6-5000
2705 (12-28-63) To Beep Or Not To Beep
2706 (2-8-64) A Message To Gracias
2707 (2-29-64) Bartholomew Vs The Wheel
2708 (Mar.) Freudy Cat
2709 (Apr.) Nuts And Volts

BUGS BUNNY SPECIALS

2721 (10-19-63) Mad As A Mars Hare
2722 (1-18-64) Dumb Patrol
2723 (Mar.) Dr. Devil And Mr. Hare

BLUE RIBBON HIT PARADES TECHNICOLOR (REISSUES)

2301 (9-14-63) Yankee Dood It
2302 (10-12-63) Gone Batty
2303 (11-16-63) From A To Z-Z-Z
2304 (12-21-63) Tweet Zoo
2305 (1-25-64) Weasel Stop
2306 (2-15-64) Tobasco Road
2307 (Mar.) Greedy For Tweety
2308 (Apr.) The High And The Flighty

WARNER WORLD-WIDE ADVENTURE SPECIALS (COLOR) TWO-REELERS

2001 (1-11-64) With Their Eyes On The Stars

WARNER WORLD-WIDE ADVENTURE SPECIALS (COLOR) (REISSUES) ONE-REEL

2501 (9-21-63) A Wish And Ticino
2502 (10-26-63) Unfamiliar Sports
2503 (12-14-63) Cheyenne Days
2504 (2-1-64) Kingdom Of The Saguenay
2505 (Apr.) A Look At Log Island

CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (Help and Situations Wanted advertising not accepted. See "A-Man" CORNER on this page.)

BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combinations. Can be used for KENO $3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

SPEAKER CONES

DRIVE-IN THEATRE SPEAKER CONES BAD? Mail one to us for FREE service; no obligation. Guaranteed Weather-proof. WESTERN ELECTRONICS CO., 3311 Houston Avenue. Houston 9. Texas

BOOK SHOP FOR FORMS AND SYSTEMS

The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you* are looking for a job . . . or IF you* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

***A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.**

WANTED: Manager, experienced in promotion and all phases, to open new theatre in Rhode Island. Position open immediately. Contact **TOWN & COUNTRY THEATRES, Phone 516-OR-6-3747.** (226)

MANAGER, 30 years experience all phases theatre operations, buying—booking—promotion. Starting salary $150. Will relocate. Best of references. **BOX B219, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

WANTED! Young, aggressive manager for drive-in theatre located in Connecticut. Top salary and fringe benefits. **BOX A219, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

MANAGER, EXPERIENCED, wanted for drive-in located in western Massachusetts. All replies confidential. **BARNET YANOFSKY, 260 Tremont St., Boston, Mass.** (219)

PROJECTIONIST: Thoroughly experienced all phases 70/35mm equipment conventional and drive-in operation, desires permanent employment. Reliable, sober, dependable. Good references. Will re-locate with right party. **BOX A212, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

MANAGER NEEDED for drive-in and/or conventional theatre. Year around employment along Gulf Coast. Send complete resume, photo, and salary requirements to **L. C. L. THEATRES, INC., P. O. Box 1431, Bay City, Texas.** (212)

ATTENTION SHOWMEN: Fast growing East coast circuit needs indoor and drive-in managers. Positions to fill new theatres under construction and present key locations. Full liberal benefits. Reply in strict confidence. Write **PERSONNEL MANAGER, Box 255, Spring House, Pa.** (212)

WANTED: Manager, experienced in promotion and all phases, to run new theatre in Miami. Position open immediately. **BOX A226, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

MANAGER OR ASSISTANT. Young man, 23, desires position Texas or Midwest. 8 years experience small town or large chain. Presently employed by large eastern chain. Excellent references. **BOX B226, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

PROJECTIONIST AVAILABLE March 1st. 30 years experience drive-in or roofed. Want job in Arkansas or Mississippi part time or full time. **ED. L. DARDENNE, Box 724, Lockney, Tex. 79241.** (226)

THEATRE MANAGERS: Experienced, aggressive, promotion-minded, needed for small and large situations with large circuit in Western Pennsylvania. Good future assured for right man. Send résumé, giving age, experience and references. **BOX C219, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

YOUNG MAN, 20 years experience indoor and drive-in theatres, experienced as district manager, top recommendations available. Will also accept position in concession field. **BOX B212, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

MANAGER, fully experienced, booking, buying, etc., with very strong ideas. Also licensed projectionist, non-union. Knows what a good show is like. Live in New York City. **BOX C212, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

EXPERIENCED, promotion-minded manager wanted for new, deluxe theatre in fast-growing Delaware suburb. Send complete resume, photo and salary requirements. **BOX D212, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

ASSISTANT MANAGER position requested. Age 23. Single, sober, reliable, dependable. Seek permanent position. Presently employed, two years experience with downtown theatres. Military obligation completed. **BOX E212, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

GENERAL MANAGER or division manager available. 30 years of experience in all phases. With last company in New York City for 24 years. Extremely capable. **BOX F212, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

PROJECTIONIST, 32 years experience, non-union, full time work drive-in and hard tops. All round work in booth. **JOHN H. McKEEHAN, 319 S. Elwood St., Tulsa, Okla.** (212)

Address all Correspondence to— **The A—MAN Corner** **Motion Picture Exhibitor 317 N. Broad St., Phila., Pa. 19107**

THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY INC., 100 Taylor Street, Nashville 8, Tennessee.

THEATRES WANTED

DRIVE-INS WANTED New York, Pennsylvania, New Jersey, Connecticut. BOX 265, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

WINDOW CARDS

WEEKLY THEATRE and drive-in cards, 100-14 x 22-$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

HANDY SUBSCRIPTION BLANK

Yes, start sending

MOTION PICTURE EXHIBITOR

plus

Showmen's Trade Review

TO:

Name ....

Title ....

Address ....

....

....

★

☐ Enclosed ☐ Or bill me

☐ $2.00 for one year

☐ $3.50 for two years

☐ $5.00 for three years

(Outside Western Hemisphere)

☐ $5.00 one year

☐ $8.00 two years

☐ $11.00 three years

CLIP and MAIL TODAY TO

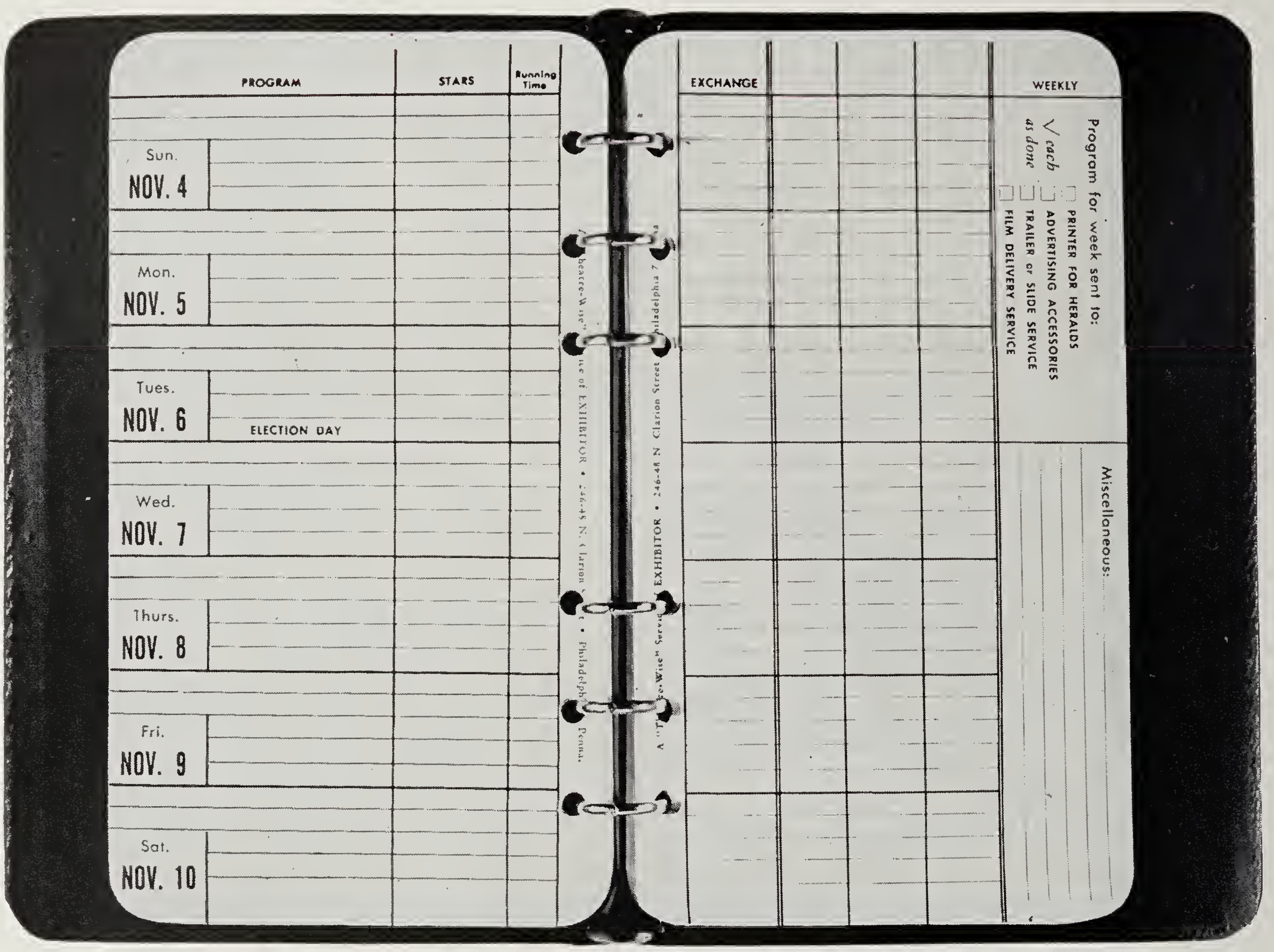
317 N. Broad St., Phila., Pa. 19107

AVAILABLE NOW!

The NEW 12 Month Set of Booking Sheets for the full fiscal year starting: JUNE 28, 1964

"Pocket-Size DATE BOOK"

Compiled into a full yearly set of dated sheets (120 pages) . . . Punched for a standard 6-ring binder . . . All holidays indicated . . . Ample space for clear records.


PROGRAM
STARS
Running Time
Sun. NOV. 4
Mon. NOV. 5
Tues. NOV. 6
ELECTION DAY
Wed. NOV. 7
Thurs. NOV. 8
Fri. NOV. 9
Sat. NOV. 10
EXCHANGE
WEEKLY
Program for week sent to:
√ each as done
PRINTER FOR HERALDS
ADVERTISING ACCESSORIES
TRAILER or SLIDE SERVICE
FILM DELIVERY SERVICE
Miscellaneous:
A "Theatre-Wise" Service of EXHIBITOR • 246-48 N. Clarion Street • Philadelphia 7, Penna.

The above illustration is reduced from the actual sheet size of 3¾x6¾ each. Note the flat working surface.

PRICE: $1.00 per yearly set of sheets, without binder
(Including Postage)

"Pocket-Size" BINDER

A black, flexible leatherette binder equipped with 6-rings and thumb-tip closure, designed to hold a one-year supply of "Pocket-Size" DATE BOOK FORMS. Has inside pocket for the safe-keeping of loose papers.

PRICE: $1.30

Large-Size DATE BOOK

Undated forms, 3 hole-punched (9 x 12 inches), excellent for office use and adaptable for more than one theatre booking!

PRICE: $.50 for 52 Pages

Large-Size BINDER

A big, stiff backed, imitation leather binder equipped with 3-ring holder designed for the large-size date-book forms and a full year of Pink Review Sections as published separately by M. P. EXHIBITOR.

PRICE: $1.50

FISCAL YEAR (July-June) "Pocket-Size" DATE BOOKS HAVE BEEN PRODUCED, WAREHOUSED, AND SOLD AT COST ONLY TO OUR SUBSCRIBERS AS A PLUS-SERVICE, FOR OVER 15 YEARS!

Order Your Date-Book NOW! *If you are not presently receiving MOTION PICTURE EXHIBITOR, use order form on reverse side of page.*

MOTION PICTURE EXHIBITOR

MARCH 4, 1964
Volume 71 Number 8
IN THREE SECTIONS • THIS IS SECTION ONE

Leading Oscar Nominees:

UNITED ARTISTS'
"Tom Jones"
10 Nominations

20TH-FOX's
"CLEOPATRA"
9 Nominations

MGM-CINERAMA's
"HOW THE WEST WAS WON"
8 Nominations

PARAMOUNT's
'H U D'
7 Nominations

NGC Announces First Production

(See page 7)

Calif. Women Oppose Pay-TV

(See page 8)

The Academy of Motion Picture Arts and Sciences announced nominations for 1963 Academy Awards. "Oscars" will be presented on April 13, with the nation looking on via ABC television facilities.

THEATREMAN DELIVERS A SERMON . . . *see editorial—page 3*

OLD CHINESE EASTER BUNNY SAY: SEVEN HEADS ARE BETTER THAN ONE FOR EASTER!!!

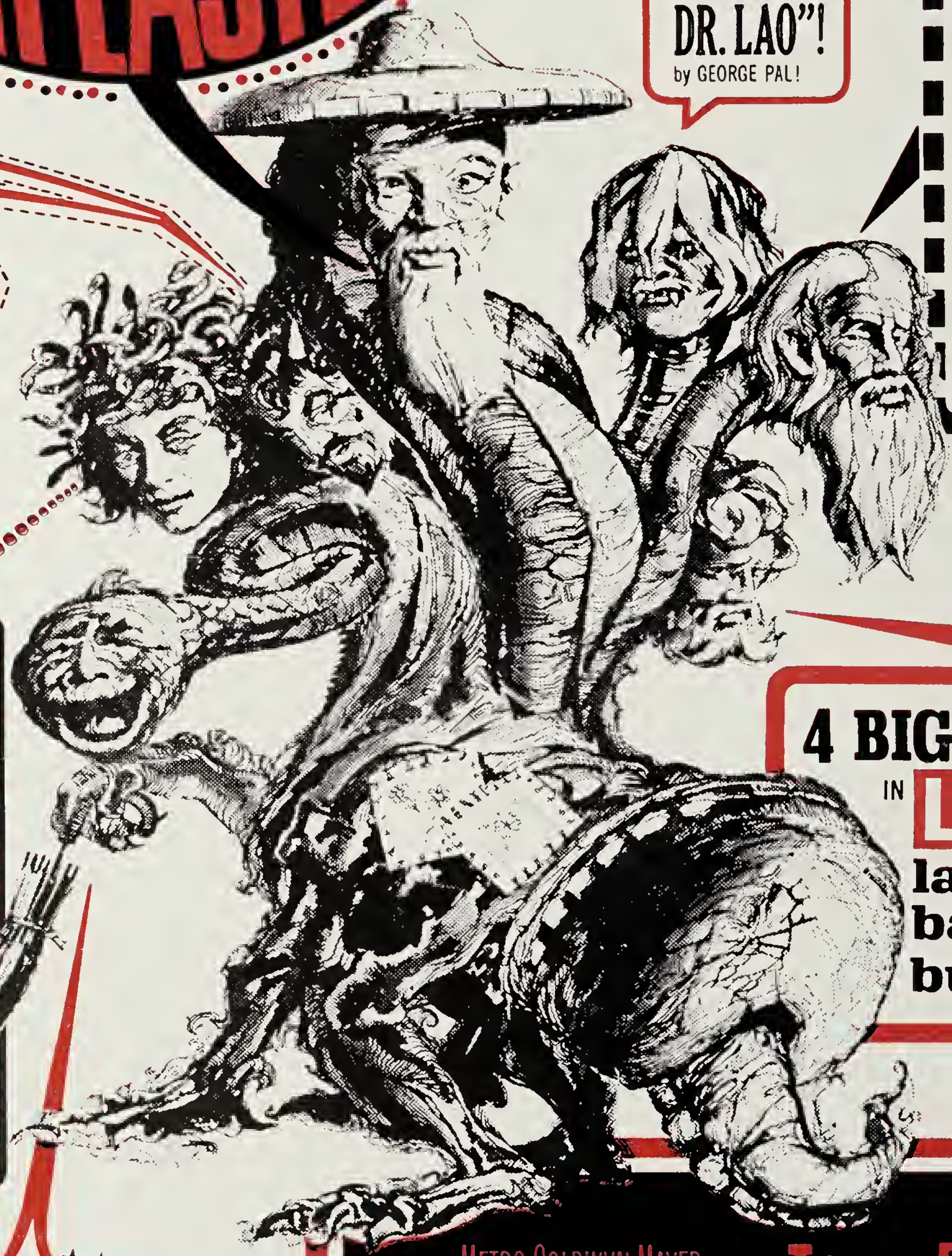
DON'T LOSE FACE!

DON'T MISS OUT ON M-G-M's "7 FACES OF DR. LAO"! by GEORGE PAL!

fortune cookie say:

BOOK "7 FACES OF DR. LAO" *NOW!*

Big M-G-M saturation campaigns make this the hottest Easter in years!



WILL THE REAL TONY RANDALL PLEASE STAND UP?

4 BIG PAGES IN **LIFE** launch bang-up build-up!

M-G-M IS ON THE MOVE!

METRO GOLDWYN-MAYER presents
A GEORGE PAL PRODUCTION starring
TONY RANDALL

7 FACES OF DR. LAO

ARTHUR O'CONNELL · BARBARA EDEN · JOHN ERICSON
with NOAH BEERY, JR. · SCREEN PLAY BY CHARLES BEAUMONT · DIRECTED BY GEORGE PAL
IN METROCOLOR

The Trade Paper Read by Choice–Not by Chance

Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 109 Market Place, Baltimore, Md. 21202. New York field office: 1600 Broadway, Suite 604, New York 10019, West Coast field office: William M Schary, 818 S. Curson Ave., Los Angeles Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.: Albert Erlick, editor; George Frees Nonamaker, feature editor; Mel Konecoff, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscription: $2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, $5 per year (50 issues). Special rates for two and three years on application. Single copy 25c. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WAlnut 2-1860.

Member Audit Bureau of Circulations

Volume 71 • No. 8 MARCH 4, 1964

MOTION PICTURE
EXHIBITOR
Plus...
SHOWMEN'S TRADE REVIEW

THEATREMAN DELIVERS A SERMON

Fay M. Gardner, Star Theatre, Curtis, Nebr., writes, *"Thank you, thank you, thank you. Your FIVE DROPS DON'T MAKE A RAINSTORM editorial came at just the right time to enclose with a letter as a reply to a group of Clergymen in our County who were giving us a dressing down."*

We are pleased to have been of assistance to Mr. Gardner, but the real interest is his letter to the Clergymen who protested the type of films shown at the Star on Wednesday evenings, when the audience is made up primarily of high school students.

Mr. Gardner felt the accusations of the Clergymen were unjust, and he told them so in no uncertain terms. We think a great many theatremen will find his comments of interest and so we are reprinting portions of the letter here.

What follows is Mr. Gardner's answer to his critics:

First and foremost, may we ask you to refer to your Bible as we have to ours and read for yourselves . . . "Judge not that ye be not judged." This we believe. To our knowledge, since Jan. 1, 1964, on Wednesday evenings we have had but one minister in our theatre . . . He came with his son. So we feel that we are being unfairly judged as we have played six movies on Wednesday-Thursday evenings and only one man has seen one of them.

(At this point, Mr. Gardner describes the Wednesday movies, which included "WALL OF NOISE," "ESCAPE FROM EAST BERLIN," "THE MOUSE ON THE MOON," "TWICE TOLD TALES," "JOHNNY COOL," "THE HAUNTING," "THE CASTILIAN," and "NINE HOURS TO RAMA.")

We find nothing so offensive about these movies. Yes, horse-racing, gambling, war, history—we have it all today. Do parents and clergymen in our country rush for the morning paper and cut out all news of crime, violence, and sex before they hand it to their children? Did you turn off the television when a President was assassinated? No! You read, you face it, and you are determined that you and your children and your parishoners will be told this is not the way.

We have been told and do believe that the movies are the biggest baby-sitting institution in America. We can hardly think that the parents can judge these movies either, as our estimation would be that about six parents have been in the theatre on these nights.

You state in your letter that movies shown on Wednesday-Thursday are of a lower classification than on Sunday evening. We don't agree, and if you had reprimanded us for showing a Sunday movie not long ago which in our opinion was too suggestive and sexy, we would have taken your criticism graciously . . . By the same token, many adults seem to relish this type movie as this is the type they usually attend.

We would hesitate to say that people want good movies. This does not follow the pattern. When we played "Lilies Of The Field," a beautiful story of inter-racial working of people to build a church, we especially asked one Clergyman to try to attend because it was the faith of his church, and we knew it was a good movie. He didn't get there. By the same token, during the holidays when we were playing "West Side Story," an Academy Award picture, he took a group of young people to a nearby city to see a movie. Does this make sense? We did not select "West Side Story" as the best picture. It was selected because it is what people want to see.

(Mr. Gardner follows with a discussion of what a fine community Curtis, Nebr., is, with no gambling, liquor, racial problems, etc. He also discusses the schools and the fact that he is proud of the young people who attend his theatre. Now we return to his letter.)

As we look at the list of signatures of ministers on your letter, we find that you are all quite new in our county. We have been in the movie business about 30 years, and some pretty lean. With the drought of the thirties and the invasion of TV, the picture of our business hasn't always been bright. We could have played many pictures in our theatre that would have made us much more money. People seem to flock to anything labeled adults only or obscene. We feel very proud that we have had this continuing business . . . You should be proud too that you have a theatre in your town. Name us a town in the surrounding area with a theatre operating full time. Are the youth any better because they don't have one? We sincerely believe there is a definite place for a good movie in the life of anyone. In the dim of a movie, you cry; you laugh; you play the hero or the villain, whichever you choose; and for about two hours you are just what you want to be. What a wonderful feeling.

Now, since you have taken us to task with youth, we are going to ask your Alliance just what you are doing on this day of Feb. 10. Could a group of nine Clergymen sit at a meeting just two days before the beginning of the Lenten season, and actually come up with nothing but to judge mid-week movies they haven't even seen . . .

Yes, we will be more than willing to meet with you any time to discuss the movies we show and why we show them . . . It seems that we would all understand each other better if pastors, like Jesus, walked with the common man . . .

Yes, your theatre people do go to church.

Well done, Mr. and Mrs. Fay Gardner. We think the good folks of Curtis, Nebr., have a theatre that couldn't be in better hands.

Serving the Reader First—Which Serves the Advertiser Best

NOW...

ADD "HOW THE WEST WAS WON"
TO M·G·M's OUTSTANDING
ROSTER OF FILMS TO RECEIVE
RECOGNITION FROM THE
ACADEMY OF MOTION PICTURE ARTS AND SCIENCES

HOW THE WEST WAS WON

PRESENTED BY
METRO
GOLDWYN
MAYER
AND
CINERAMA

NOMINATED FOR

8 ACADEMY AWARDS

INCLUDING

"BEST PICTURE OF THE YEAR"

NEWS CAPSULES

FILM FAMILY ALBUM

Arrivals

Lieutenant and **Mrs. Robert W. Selig, Jr.,** became the parents of a boy, **Eric Matthew.** The father is in Army Intelligence. The grandfather is **Robert W. Selig,** vice-president of theatre operations for National General Corporation.

Obituaries

Elmer G. Carr, 63, formerly manager-lessee of the Strand, Lambertville, N. J., who was in the business for 40 years, died. He is survived by his wife and three sons.

Miss Pauline Kraus, bookkeeper for Kneisley Electric Company, Toledo, Ohio, for 16 years, died after a brief illness.

Captain Lawrence Slyman, Jr., 33, was killed in a motor scooter accident after returning from a year in Viet Nam. He was stationed for some years in New York City as public relations director for the Army Recruiting Service and in that capacity effected many promotional tieups with motion pictures. He is survived by his wife and four children.

Technicolor Income Climbs

NEW YORK—Patrick Frawley, chairman of the board and chief executive officer of Technicolor, Inc., announced that the 1963 net sales and net income for the company is the highest since it was founded in 1915. In 1963, the company earned $3,492,034 or $1.21 per share on 2,875,984 shares outstanding at Dec. 28, 1963, as compared to the reported 1962 earnings of $149,969 or six cents per share on 2,640,478 shares outstanding at Dec. 29, 1962. Net sales for 1963 were $78,715,606, as compared to the reported total of $57,927,893 for 1962.

If the 1962 earnings had included the earnings of those companies acquired in 1963, and the company's equity in the undistributed net income of the foreign affiliates for that year, to conform to a change in accounting policy adopted in 1963, the 1962 net income would have been $607,947 and the net sales $61,033,332. 1963 sales of $78, 715,606 were 29 per cent greater than the restated 1962 total. The 29 per cent increase in sales came primarily from the Motion Picture and Consumer Photographic Divisions and the Marshall Burns Companies.

Frawley stated, "The management believes that 1963 established a new plateau to work from and we look forward to continued improvement in overall company operations and earnings in 1964."

AIP Rents Col. Studio

HOLLYWOOD — American International Pictures has set a deal with Columbia Pictures for the rental of Columbia Studio's facilities on a multiple basis for three pictures, it was announced by James H. Nicholson and Samuel Z. Arkoff, AIP toppers. The deal was set through Bernie Barron, Columbia studio manager. The first AIP picture to go before the cameras at Columbia will be "Bikini Beach."

FORMS FOR THIS PAGE CLOSED AT 5 P. M., ON MON., MARCH 2

MGM Profitable Operations Led By Production Surge

NEW YORK—Robert H. O'Brien, president of Metro-Goldwyn-Mayer, Inc., reported to stockholders at the company's annual meeting that profitable operations could be expected for the present fiscal year, with profits in the second half surpassing those of the first half, and with "most satisfactory profits" in the company's operations next year.

Elected 13 months ago, after the company had sustained severe losses, O'Brien discussed the turnaround the new management had accomplished, which was reflected in profits for the first quarter of this fiscal year, that began Sept. 1, 1963.

"All our divisions are ahead of the similar period a year ago, both in revenues and in earnings," he said, "and the general financial position of the company has been strengthened."

The greatest improvement was in production and distribution of motion pictures, the result of policies established by the new management. Under this revised program, the company has 34 feature motion pictures completed, providing a sound release schedule through April of 1965. There is an exceedingly strong line-up of product for release this summer, which is the best period of the year for theatre attendance.

In addition, a schedule of important pictures soon to go into production has been set up, and the schedule of television productions has been fixed for the 1964-65 season.

With these accomplishments, the company is now in a position to move ahead with a consolidation of facilities at the Culver City Studio. This will not only lower the cost level of production and bring operations into line with present-day conditions, but will free substantial real estate for development or other disposition.

A year ago, O'Brien said, MGM had a very substantial—even excessive inventory in motion pictures—but it was evident that many of the pictures then available for release to theatres were worth less in terms of entertainment than they had cost to produce.

"It was imperative to concentrate on the production of good commercial motion pictures at proper negative costs. To accomplish this, a thorough revision of production policies was necessary."

Among standards for production which he outlined were budgeting of each picture to represent careful judgment of achievable film rentals from a well-made production with particular subject matter; careful control of the production process so that final negative cost corresponds to the budgeted amount; production of several groups of pictures in which individual production costs are about the same; avoidance of productions with "colossal costs"; no long-term commitments, such as were customary in the past, but a seeking-out of creative or acting talent when needed for particular projects; a flexible program of production, distribution, marketing and promotion to attract creative talent—producers, directors and writers—with well-prepared plans for individual picture projects.

BROADWAY GROSSES

Holdovers Hold Up

NEW YORK—With all hold-over product, most of the Broadway first runs were reported doing good business.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the break-down was as follows:

"DR. CRIPPEN" (Warners). Paramount claimed $13,000 for the third week.

"CAPTAIN NEWMAN, M.D." (U). Radio City Music Hall, with usual stage show, did $96,000 from Thursday through Sunday, with the second session sure to reach $145,000.

"THE CARDINAL" (Columbia). DeMille reported $22,000 for the 12th week.

"BEST OF CINERAMA" (Cinerama). Loew's Cinerama did $11,000 on the 12th week.

"IT'S A MAD, MAD, MAD, MAD WORLD" (UA-Cinerama). Warner Cinerama stated the 15th week tallied $30,327.

"MAN'S FAVORITE SPORT?" (U). Astor did $13,500 on the second week.

"DR. STRANGELOVE OR: HOW I STOPPED WORRYING AND LEARNED TO LOVE THE BOMB" (Columbia). Victoria announced the fifth week as $31,000.

"SEVEN DAYS IN MAY" (Paramount). Criterion had $45,700 for the second week.

"CLEOPATRA" (20th-Fox). Rivoli reported $17,000 for the 34th week.

"LOVE WITH THE PROPER STRANGER" (Paramount). Loew's State had $13,000 for the 10th week.

"DEAD RINGER" (WB). RKO Palace stated the second week would hit $13,000.

WE SAY PLEASE

Because of postal regulations, we must pay 10 cents for every copy of MOTION PICTURE EXHIBITOR not delivered because it was incorrectly addressed. Publications as a rule make no profit on subscriptions, so you can understand our distress at this added expense.

May we request again that you notify us promptly when your address changes. Please! Send us your old and new addresses as far in advance as possible and you won't miss a single issue of MOTION PICTURE EXHIBITOR. You'll save us a few dimes as well.

Again, we say PLEASE and also THANK YOU.

'Jones', 'Cleo' Lead Nominees

10 For "Tom," Nine For "Cleo," Eight For "West," Seven For "Hud"; Awards To Be Made On April 13

HOLLYWOOD — Led by United Artists' "Tom Jones," which received 10 nominations; and 20th-Fox's "Cleopatra," which received nine, the Academy Award nominees were announced. The awards will be made on April 13 in Santa Monica.

The complete list of nominations are as follows:

For the best performance by an actor:

Albert Finney, "Tom Jones," Woodfall Production, United Artists-Lopert Pictures; Richard Harris, "This Sporting Life," Julian Wintle-Leslie Parkyn Production, Walter Reade-Sterling-Continental Distributing; Rex Harrison, "Cleopatra," 20th Century-Fox Ltd.-MCL Films S.A.-WALWA Films S.A. Production, 20th-Fox; Paul Newman, "Hud," Salem-Dover Production, Paramount; Sidney Poitier, "Lilies Of The Field," Rainbow Production, United Artists.

For the best performance by an actor in a supporting role:

Nick Adams, "Twilight Of Honor," Perlberg-Seaton Production, Metro-Goldwyn-Mayer; Bobby Darin, "Captain Newman, M.D.," Universal-Brentwood-Reynard Production, Universal; Melvyn Douglas, "Hud"; Hugh Griffith, "Tom Jones"; John Huston, "The Cardinal," Gamma Production, Columbia.

For the best performance by an actress:

Leslie Caron, "The L-Shaped Room," Romulus Productions, Ltd., Columbia; Shirley MacLaine, "Irma La Douce," Mirisch-Phalanx Production, United Artists; Patricia Neal, "Hud"; Rachel Roberts, "This Sporting Life"; Natalie Wood, "Love With The Proper Stranger," Boardwalk-Rona Production, Paramount.

For the best performance by an actress in a supporting role:

Diane Cilento, "Tom Jones"; Edith Evans, "Tom Jones"; Joyce Redman, "Tom Jones"; Margaret Rutherford, "The V.I.P.s," Metro-Goldwyn-Mayer; Lilia Skala, "Lilies Of The Field."

For the best motion picture of the year:

"America America," Athena Enterprises Production, Warner Bros., Elia Kazan, producer; "Cleopatra," Walter Wanger, producer; "How The West Was Won," Metro-Goldwyn-Mayer & Cinerama, Bernard Smith, producer; "Lilies Of The Field," Ralph Nelson, producer; "Tom Jones," Tony Richardson, producer.

For the best achievement in art direction of a black-and-white picture:

"America America," Gene Callahan; "Federico Fellini's 8½," Cineriz Production, Embassy Pictures, Piero Gherardi; "Hud," Hal Pereira and Tambi Larsen—Set Decoration, Sam Comer and Robert Benton; "Love With The Proper Stranger," Hal Pereira and Roland Anderson—Set Decoration, Sam Comer and Grace Gregory; "Twilight Of Honor," George W. Davis and Paul Groesse—Set Decoration, Henry Grace and Hugh Hunt.

My Fair Lady

The New England premiere of Warners' "My Fair Lady" was set recently by Ben Sack, left, owner, Boston's Saxon, and Morey Goldstein, Warner Bros. vice-president and general sales manager.

For the best achievement in art direction of a color picture:

"The Cardinal," Lyle Wheeler—Set Decoration, Gene Callahan; "Cleopatra," John DeCuir, Jack Martin Smith, Hilyard Brown, Herman Blumenthal, Elven Webb, Maurice Pelling, and Boris Juraga—Set Decoration, Walter M. Scott, Paul S. Fox, and Ray Moyer; "Come Blow Your Horn," Essex-Tandem Enterprises Production, Paramount, Hal Pereira and Roland Anderson—Set Decoration, Sam Comer and James Payne; "How The West Was Won," George W. Davis, William Ferrari, and Addison Hehr—Set Decoration, Henry Grace, Don Greenwood, Jr., and Jack Mills; "Tom Jones," Ralph Brinton and Ted Marshall.

For the best achievement in cinematography of a black-and-white picture:

"The Balcony," Walter Reade-Sterling-Allen-Hodgdon Production, Continental Distributing, George Folsey; "The Caretakers," Hall Bartlett Production, United Artists, Lucien Ballard; "Hud," James Wong Howe; "Lilies Of The Field," Ernest Haller; "Love With The Proper Stranger," Milton Krasner.

For the best achievement in cinematography of a color picture:

"The Cardinal," Leon Shamroy; "Cleopatra," Leon Shamroy; "How The West Was Won,"

(Continued on page 16)

Allied Sees Lip Service Only For Orderly Release

DETROIT — Allied States Association of Motion Picture Exhibitors asks in its current issue of Allied Report, "What ever happened to orderly release?" The bulletin points out that "the first runs will not have big boxoffice attractions available during April and May, and that many good pictures have been produced but are being held for summer release. Consequently, the subsequent runs will find product thin during the early part of the summer.

The report continues, "So much product was released last summer that there was actually a surplus of pictures available. The market was so glutted that many fine pictures were locked out and could not find a home until the fall and winter months.

"This spread out the supply of product and resulted in building theatre attendance to its present momentum. Unfortunately, the brakes are to be deliberately applied during April and May. By Memorial Day, the pattern of theatre attendance which took almost a year to establish will have been broken. Most theatres will not be able to get into high gear again until the summer is more than half over.

"Disorderly release dissipates product and profits. Until the major film companies contribute big pictures instead of lip service, there will be no orderly release."

Movies Return To Coloma

COLOMA, MICH.—Movies will be shown here once again as the Loma had its grand opening. Comparatively newcomers to the city, Jack and Helen Lolo are the operators.

The original Coloma was opened in 1910, and continued in business until 1943 when it burned to the ground. A new house was built and opened in 1945, but was closed and sold in 1959.

The Lolos, who moved into what is known as Michigan's "Fruit Belt" in 1962, recently acquired the shell of the second Loma, rebuilt and decorated it.

BRAVO, MR. DISNEY

Exhibitors are a notoriously independent breed, so when more than a few come up with the same thought at the same time—that's news.

Many have told us that theatremen should try to get top-flight insurance companies to issue individual life insurance policies on that seemingly indestructible box office titan, Walt Disney. They have good reason for suggesting such a move.

Disney pictures have been bringing joy to family audiences and busting boxoffice records right along, and it is good to see that there seems to be no stopping this master-producer.

Take his latest—"THE MISADVENTURES OF MERLIN JONES." No terrific stars, no stupendous production—just good, clean family entertainment. The result? It's crocking them everywhere.

We have been privileged to see "A TIGER WALKS," "THE THREE LIVES OF THOMASINA," and that whopper, "MARY POPPINS," and the happy magic is still there. It looks like the same story all over again, with the Disney name on top in the boxoffice sweepstakes.

While Walt Disney is no stranger to Academy Awards, exhibitors everywhere feel he is entitled to special "Oscar" recognition as the top producer of family entertainment and the leading money producer in the industry. How about it, Academy?

JAY EMANUEL

in JUNE 1964...

SAMUEL BRONSTON'S

CIRCUS WORLD

WILL WIDEN THE HORIZONS OF THE MOTION PICTURE WORLD............

SAMUEL BRONSTON'S

CIRCUS WORLD

Directed by HENRY HATHAWAY

WILL BE PRESENTED IN

CINERAMA

STARTING IN JUNE:

The Planning:

From the inception of its production planning, Samuel Bronston's "Circus World" was conceived in terms of a special screen process for its presentation.

Its unusual 'round-the-world story had to be thought of in terms of audience-impact beyond the ordinary.

The Product:

"Circus World" is not only big, not only breathtaking—but overwhelming in its sheer showmanship and entertainment. Scene by scene, and star by star, it is screen-filling motion picture pleasure.

The Presentation:

Accordingly, the release of "Circus World"—in Cinerama—is being timed to insure maximum penetration, to audiences of all ages. It is an engagement destined to widen the horizons of the motion picture world.

SAMUEL BRONSTON presents JOHN WAYNE • CLAUDIA CARDINALE • RITA HAYWORTH in "CIRCUS WORLD" • Also starring Lloyd Nolan • Richard Conte • John Smith • Directed by Henry Hathaway • Music by Dimitri Tiomkin • Screenplay by Ben Hecht and Julian Halevy From an Original Story by Philip Yordan • Executive Associate Producer, Michael Waszynski Produced by Samuel Bronston • Technicolor®

In General Release in 1965 by Paramount Pictures

New Mich. Wage Law Considers Exhib Problems

DETROIT—Michigan is one of the few states in the union which has no minimum wage law. One was first proposed in 1930, and over the years, others have also been defeated. Today, there are eight bills in the legislature, and one has emerged which seems destined to passage.

Rep. Don Gordon (R., Leland) has led a committee which has traveled thousands of miles and held 16 hearings. Last year, such a bill was brought out of committee for the first time, but was talked to death when the clock ran out of time.

Many exhibitors, headed by Milton H. London, president of Michigan Allied, have steadfastly attended these hearings, and some of the provisions of the pending bill are the result of their arguments on what the status of the industry should be.

What is coming of this, says London, is "an honest endeavor to write a bill which would not have an adverse effect." He and other industryites have argued that persons employed in motion picture theatres should remain exempt under state laws as they are under federal. Projectionists and managers, they state, earn a living via occupation. But the very young, the old, and those working mainly part-time, are engaged in an activity on which they do not depend for a livelihood.

The bill, which will probably be enacted into law, as a result of motion picture industry reasoning, will apply to those between 18 and 65, and to all after 13 weeks of employment in a given year. Also a boon to small and family-type operations, it does not apply to houses employing less than four people, not including the owners.

The proposals do not at this point constitute a threat to normal operation. However, London points out, the bipartisan line-up is now agreed in principle on a minimum wage law. Having established it, future legislatures may embellish and expand upon the theme.

The Gordon bill calls for a floor of $1 per hour starting next January, $1.15 in 1966, and $1.25 in 1967. London also reminds that another bill now in the hopper, but unlikely to pass, already calls for $2.

Rand Rejoins Embassy

NEW YORK—Harold Rand has rejoined Embassy Pictures Corporation as the director of world publicity, it was announced by Leonard Lightstone, executive vice-president.

Rand resigned as vice-president of the publicity-public relations firm of Solters, O'Rourke and Sabinson to accept the post.

French Exhibs Fete Zinnemann

PARIS—Parisian Circle of Exhibitors, film fraternal group, has honored director Fred Zinnemann with a luncheon at the Elysee Club. Zinnemann, here completing final technical chores on his Columbia release, "Behold A Pale Horse," was given a "Cinematic Plaque of Honor" by the Circle composed of 650 exhibitors in the Paris area.

Golding To New U Post

UNIVERSAL CITY, CALIF.—David Golding has assumed the duties of executive in charge of motion pictures in the Universal City studio press department, it has been announced by David A. Lipton, vice-president of Universal Pictures Co., Inc.

NGC Forms Carthay Center Prods.; Yorkin-Lear Team To Produce First

HOLLYWOOD—Formation of National General Corporation's new motion picture producing subsidiary, Carthay Center Productions, Inc., and selection of its first feature picture, "What Are Little Girls Made Of?" was announced by Eugene V. Klein, NGC chairman and president.

Named to head the film production subsidiary was Irving H. Levin, executive vice-president of National General, who will also continue in his previous corporate responsibilities, including the direction of the activities of Theatre Color-Vision Corporation, NGC's closed-circuit entertainment network.

Carthay's first motion picture, "What Are Little Girls Made Of?" will be produced in association with Tandem Productions, Inc., the director-producer team of Bud Yorkin and Norman Lear, whose last production, "Come Blow Your Horn," was an outstanding Paramount box office success. The film is based on the book, "Girl In The Turquoise Bikini," by Muriel Resnik, who also wrote the new smash Broadway show, "Any Wednesday." To do the screenplay, Tandem Productions has signed the husband and wife team of Henry and Phoebe Ephron, authors of many Hollywood and Broadway hits including "Captain Newman, M.D.," for which they have recently received an Oscar nomination, and "Take Her, She's Mine."

National General's decision to enter film production was prompted by the increasing shortage of good screen product, Klein said, as well as the desire to create another profit-making arm for the corporation.

Levin pointed out that Carthay Center Productions was in the advantageous position of being free from studio and talent overhead, and would thus be able to produce films at substantially lower costs than production companies with large and expensive organizations. Every dollar Carthay spends, he noted, will go on the screen in entertainment values or in effective creation of public interest.

By the same token, Levin pointed out, Carthay can draw upon the world-wide reservoir of available creative and technical talent, to produce motion pictures of outstanding merit and appeal.

"We are particularly pleased," Levin said, "that our first production will be made in association with the outstanding talents of Bud Yorkin and Norman Lear, as well as those of Henry and Phoebe Ephron, both of them highly successful teams with proven records in the entertainment industry."

Carthay's schedule will remain flexible, Levin further stated, leaving the company free to compound the chemistry of stars and stories into films of great audience appeal. No minimum or maximum number of productions per year has been set. He emphasized that his company would be interested only in pictures made by talented individuals with proven records of producing solid, box-office successes.

"We hope our future success in this important venture," Levin stated, "will contribute significantly to the supply of outstanding entertainment that today's theatre-going public has the right to expect from our industry."

Para. Production Program Outlined At Show-A-Rama

KANSAS CITY — Paramount Pictures' forthcoming release and production program will be outlined at the seventh annual Show-A-Rama convention here today (March 4) with a special product presentation by general sales manager Charles Boasberg.

Highlighting the presentation will be the showing of "Paramount's Forecast For The Future," an elaborate 10-minute short subject in color and black and white with scenes from Samuel Bronston's "The Fall of the Roman Empire," Hal Wallis' "Becket," Joseph E. Levine's "The Carpetbaggers," "Love With The Proper Stranger," "Seven Days in May," "Paris When It Sizzles," "Lady in a Cage," "The Son of Captain Blood," and other forthcoming releases.

Boasberg also will report on Paramount's long-range releasing plans for the next several years. President Barney Balaban and executive vice-president George Weltner recently announced that the company is solidly committed for pictures through 1966 and is presently mapping its schedule for the rest of this decade.

Ad Firms Merge

NEW YORK—Announcement was made of the organization of a new major advertising agency resulting from the merger of Donahue & Coe, Inc., and Ellington & Company, Inc. The new company to be known as West, Weir & Bartel, Inc., will operate from headquarters in the Time & Life Building in Rockefeller Center, and will also maintain branches in Los Angeles, Atlanta, and Montreal.

Donahue & Coe has been particularly prominent in the motion picture and entertainment field for over 30 years. Having served Metro-Goldwyn-Mayer, Inc., including its phonograph record and television divisions, Loew's Theatres, Inc., and Radio City Music Hall since its establishment as an agency, its clients also include Trans-Lux Corporation, Cinerama, Inc., and a variety of New York theatres including the Criterion, Fine Arts, and the Brandt and Randforce circuits, in addition to the Loew's and Trans-Lux chains.

Trading Stamps Up Mid-Week

KANSAS CITY—Monday through Thursday nights used to be "dead" for theatres in Kansas City, but not any more. The change has been brought about by a project worked out by Top Value Stamps together with M. Robert Goodfriend and George Kieffer, Durwood Theatres.

They arranged that tickets for these low-audience nights should be available at Top Value Redemption Centers, for 3/5 book of Top Value Stamps each. The scheme worked so well, Goodfriend calculates, that 500 reserved tickets were exchanged for Top Value Stamps during the first four weeks of the run of "Cleopatra" in December.

After its success with "Cleopatra," the plan was also used for the run of "Its a Mad, Mad, Mad, Mad World" in Kansas City.

Calif. Women Hear Opponents' Side Of Debate In Struggle Over Pay TV

LOS ANGELES—Mrs. Fred S. (Gerri) Teasley, radio and television chairman of the California Federation of Womens' Clubs, posed a hard-hitting list of questions and answers in talking to women from three counties on the need for an initiative to save free-tv in California homes.

Appearing before the Tierra Adorado District (San Luis Obispo, Santa Barbara and Ventura Counties) of the Federation at the Santa Barbara Inn, Mrs. Teasley, from Montrose, urged voters to sign petitions to place the measure on the Nov. 3 general election ballot.

The initiative, for which signatures of some 500,000 registered voters are required, would invalidate a state law rushed through the Legislature last year which permits pay-tv without customary suprvision by the Federal Communications Commission.

Mrs. Teasley's questions and answers, rebutting a similar list presented by pay-tv proponents, were:

What is subscription tv? Subscription television is a sugar-coated name for pay-tv in California which bypasses the Federal Communications Commission. Heretofore the FCC has authorized pay-tv in a few test cities, none in California. It would be accomplished by a telephone hook-up with home television sets and could mean the preempting by pay-tv of most of the big television attractions which the public now enjoys free.

What programs will be offered? At first, they say there will be some major sports events, such as the Los Angeles Dodgers and San Francisco Giants baseball games, and some specialized entertainment programs. There are those who believe that without the entry of pay-tv in California, the public might have been able to see the Dodgers and Giants on free-tv as is the public's privilege in other major cities.

Will pay-tv interfere with present tv reception? As pay-tv gets a foothold, the public can expect to see its favorite programs disappearing, as the superior purchasing power of pay-tv siphons them off. The only way the public will be able to see them again will be to pay hard cash. Which means that some 90 percent of Californians won't be able to afford such pleasures.

How does pay-tv work? A special telephone wire will be hooked to your regular television set and a finger-tip selection of three channels will be afforded. Selections will be electronically recorded in a central office. There won't be any cards, coin boxes, or tapes, so when adults are away from home, the kids can dial the programs whose cost may seriously cramp the family budget. Of course, it won't be painful until the end of the month when the fully automatic billing system sends you the bad news. Parents will never know what kind of adult entertainment the children saw in their absence—not until the end of the month.

Will there be any commercials? Of course not, at first! But how about later? Remember that Readers Digest once was non-commercial. But it went the way of the $ sign. Would pay-tv be able to resist the attraction of additional revenue from advertising, once it had killed off free-tv? And pay-tv could use the excuse that advertising was enabling it to give the public better shows.

American International Pictures' president James H. Nicholson is seen discussing the company's venture into television as well as forthcoming product with comedian Buddy Hackett, who stars in AIP's "Muscle Beach Party."

Glen Alden Stock Buy

NEW YORK—Glen Alden Corporation has mailed to all its registered shareholders an offer to purchase 500,000 shares of its stock at a net price of $14 per share. The offer will remain open until March 9.

What will pay-tv cost? Sylvester L. Weaver, Jr., the president of pay-tv, has estimated that within 10 years the family will spend up to $1000 a year for pay-tv programming.

The pay-tv prospectus and a subsequent press report listed the following contemplated charges for pay-tv.

a) Installation fee, $10
b) Yearly service charge, $52 (No tv programs included)
c) First-run movie, $1.00 (and up)
d) Major League baseball game, $1.50 (and up)
e) Professional football game, $3.50
f) Broadway Show, $5.00
g) Grand Opera, $7.50

What the annual cost would be to the average family is anyone's guess—but it would be substantial. Not debatable is the fact that many offerings now brought to the home free would be diverted into pay-tv channels for the home for pay, and what was once free entertainment would be retailed at premium prices.

What will be the quality of reception of pay-tv? Sponsors claim it will be "equal to or better" than free-tv. That's a pretty flexible claim. If it is just equal to free-tv, then what are they bragging about? If it is going to be better than free-tv, then why don't they say how. Perhaps because they can't. Free-tv has in it's employ the finest electronics minds in the world. It's not likely that they will be excelled in product.

When will pay-tv begin? In its stock sale prospectus, pay-tv states that under its contract with the San Francisco Giants and the Los Angeles Dodgers that it "has agreed to commence subscription television operations July 1, 1964." However, the prospectus further states that "there is no assurance that 20,000 subscribers can be obtained, or that facilities to serve them can be installed by July 1, 1964." A strike at General Telephone gave trouble to pay-tv, according to Wall Street bulletins. To date, pay-tv still claims it will meet its schedule.

Dayton, O., CATV Case Part Of Pay-TV Fight

COLUMBUS, O.—Ken Prickett, executive secretary of the Independent Theatre Owners of Ohio, is hopeful that the Federal Communications Commission will exercise jurisdiction over community antenna systems "to remove a gross injustice being perpetrated on the public" by CATV promoters.

The FCC is in process of developing its regulations on the issue. Miami Valley Broadcasting Corp. of Dayton has applied to the federal agency for permission to set up a microwave system for its proposed CATV setup in Dayton, Ohio.

Prickett's ire was aroused when city councils of Wauseon and Napoleon passed emergency legislation which gave franchises for CATV to Direct Channel Associates of Stow, Ohio.

"There is clear indication that these outfits are going into towns and getting franchises with no idea of paying the city for the privilege," said Prickett. He said the Wauseon and Napoleon ordinances were passed as emergency measures before anyone could study the proposals. Dayton city commission in January tabled a similar ordinance after Dayton theatremen and union officials voiced vigorous protest.

Mayor Frank R. Somers said, after a meeting with FCC chairman E. William Henry, that Dayton officials will delay action until the FCC acts on the Miami Valley Broadcasting Corp. microwave application. Somers said it may not be financially feasible for MVB to establish a community antenna system if the microwave application is refused.

Mayor Somers said he shares Prickett's concern over use of city streets and utility poles for CATV cables and wishes to clarify the tax situation for CATV installations. He said he wishes to protect present tv stations and people who cannot afford CATV.

Chairman Henry said he had no idea when the agency would decide the Dayton case. He looks on the matter as a test case. Dayton is the largest city to date in which a community antenna system has been proposed.

After a conference with officials of the American Telephone and Telegraph Co., Somers said AT&T will allow use of its lines for CATV but not for pay tv.

Somers looks on the establishment of CATV as a forerunner of pay tv. That is also Prickett's view.

Prickett praised the prompt, effective opposition to the Dayton proposal of Carl Rogers, manager of Loew's Theatre; Ansel Winston, Dayton RKO city manager; Bob Keyes, manager of the Victory Theatre; and officers of the Dayton projectionists' and stagehands' unions.

Winikus Tours For "Jim"

HOLLYWOOD—Francis M. Winikus, publicity chief for Richard Brooks' "Lord Jim," arrived here from Cambodia, by way of Bangkok and Tokyo. Winikus will embark on an 11-city, two-week tour on behalf of the Columbia Pictures release, beginning in San Francisco.

Key cities to be covered on Winikus' tour include, in addition to Los Angeles and San Francisco, Denver, Dallas, Houston, Chicago, Detroit, Washington, Philadelphia, Boston, and New York, where the cross-country trip concludes on March 12.

Winikus will talk to newspaper and magazine editors, and key radio-tv personalities in

Boston-Based Animator In Major Expansion Move

BOSTON—Plans for taking over the old Stanley Kramer offices and loft in Hollywood were announced by Norm Prescott, Boston based independent film and television producer. Filmation Associates will take over the Kramer units at Producers Studio marking the beginning of a major expansion move, Prescott said. The former Boston radio and television personality and executive vice-president of Pleasure Island, $4,000,000 New England amusement park, resides in Newton, Mass., Boston suburb, with offices in N. Y. and Hollywood.

Prescott, partnered with Lou Scheimer and Hal Sutherland, formerly of Revere, Mass., in Filmation Associates, Hollywood, said: "We are moving out of the Paramount lot where Filmation has been housed for the past two years, and will take over the Kramer offices and loft.

"This expansion will enable us," Prescott said, "to handle our present productions with more speed and efficiency and undertake new projects."

The company is currently in full swing with two full length animated theatrical features, "Pinocchio's Adventure in Outer Space" and "Journey to the Land of Oz." On the television film side, Filmation is also producing a one hour television special and series in animation featuring the Marx Bros., as well as having produced Gillette and Ford commercials. "The new studio facilities will give us room for more animators, allow us to establish our own inking and painting department and expand our commercial animation department," Prescott declared. The special and series are being repped by Frank Cooper Associates, Hollywood.

Commenting on film animation, Prescott said he felt "the future of animation looms bigger than ever provided we get away from the old and tired format of using only animal characters, which carry a stigma of being made only for children. Today we need new characters and fresh creative ideas that will appeal to adults, too.

"Children automatically like any kind of animation. They are no problem. But, let's put special emphasis on the writing, which in the past, has fallen into a terrible rut, and attract the rest of the family.

"Only kids identify with animal characters today. Grownups must identify with caricatures of real people. That's why we are currently doing a series on the Marx Bros. and developing one for Alan Sherman whose comedy writings and songs are perfect for the animation medium."

Prescott's philosophy is to "fuse the live action comedy writers with the storyboard man and combine the best of both television worlds. "Only in this manner can you get modern comedy dialogue and strong visual gags that appeal to the entire family audience," he says.

Ferguson Addresses Cinema Lodge

NEW YORK—Robert S. Ferguson, Columbia vice-president in charge of advertising and publicity, and Moses L. Kove, first-vice-president of District Grand Lodge 1 of B'nai B'rith, were speakers at the informal luncheon session of New York's Cinema Lodge of B'nai B'rith at the Hotel Astor

Ferguson's topic was "The Optimistic Future of the Motion Picture Industry." Kove's topic was "B'nai B'rith, Today and Tomorrow."

Importance Of U.S. Features Known To Common Market, Hetzel Reports

NEW YORK—In commenting on recent statements concerning film activities in the Common Market countries, Ralph Hetzel, acting president, Motion Picture Export Association of America, said that the Association maintains very close liaison with the American missions to both the European Common Market, with headquarters in Brussels, and the Organization for Economic and Cultural Development, a 20 nation organization, including the Common Market nations and the United States, with headquarters in Paris.

He added that the Association was closely informed of all film activities of these two organizations and that the possibility of American interests being taken by surprise by any adverse film action on the part of either of these organizations was quite remote.

Film matters have been under active discussion by both organizations for several years (along with all other imported articles) and they both clearly recognize the importance of the role played by American motion pictures in the film economy of Europe. Among other things, the theatres of Europe are very heavily dependent upon a continuing flow of American pictures, since their earnings would suffer greatly if the supply of popular American films were to dry up.

Hetzel said that although an element of producers in Europe has sought to push through restrictive measures in these international bodies which would be harmful to American film imports, these efforts have not had the support of the more responsible film interests in Europe, with whom American producers have long enjoyed a very friendly relationship.

The basic objectives of both the Common Market and the O.E.C.D. have been the reductions of tariffs and other trade barriers, not only between nations which are members of these organizations, but also, although to a lesser extent, with non-members. Hetzel said that these objectives were clearly evidenced whenever restrictive motion picture measures had been proposed and that legitimate American interests have always received careful and sympathetic attention.

Hetzel sees no serious threat to American film interests in plans to reduce tariffs and to eliminate quotas and other trade restrictions among nations of the Common Market. This is a step toward the desire of the American industry to see such barriers reduced and eventually eliminated world-wide. The MPEAA has been highly successful in private negotiations with individual governments in securing the repeal of the most objectionable restrictions that affected American films. As a consequence, the American film trade with the nations of the Common Market is now conducted with considerable freedom and few obstacles.

Hetzel thinks this will continue to be the case, protected not only by long-term film agreements between MPEAA and both France and Italy, but also by clauses in the general trade agreements with these countries, including the General Agreement on Tariffs and Trade (GATT) and also the provisions of the O.E.C.D. Treaty.

Most important, however, is the economics of the situation, whereby the film industry of Europe cannot hope to prosper without a continuing supply of American films.

Leo Jaffe, executive vice-president, Columbia Pictures; Edward L. Hyman, vice-president, American Broadcasting-Paramount Theatres; and M. J. Frankovich, Columbia first vice-president in charge of production, are seen at a recent luncheon in the studio's executive dining room at which forthcoming product was discussed.

DGA Names Richardson Best Director For "Jones"

HOLLYWOOD—Over 1200 directors, stars, and motion picture and television executives attended the Directors Guild of America annual awards dinner at the Beverly Hilton Hotel.

Over 500 attended a similar affair held simultaneously by the eastern branch of the Guild at the Waldorf-Astoria Hotel in New York.

In Hollywood, highlight of the evening was the presentation of the award for "Outstanding Directorial Achievement" in the field of motion pictures to Tony Richardson for UA-Lopert's "Tom Jones." The "Television Director of the Year 1963" was George Schaefer for "Pygmalion" on Hallmark Hall of Fame.

Two critics awards in the fields of motion pictures and television were also presented at the west coast dinner. Paine Knickerbocker, motion picture editor, San Francisco Chronicle, was the recipient of the film critic's award and Robert L. Shayon, Saturday Review, was recipient of the television critic's award.

Directors Guild president George Sidney presided over the west coast affair, while vice-president Franklin Schaffner performed similar chores in New York.

Schulman Named NGC V-P

LOS ANGELES—Samuel Schulman, president of Mission Pak Co., has been elected a vice-president of National General Corporation, it was announced by Eugene V. Klein, president and chairman of the diversified Los Angeles based industrial company and major theatre circuit operator.

The action was taken at a director's meeting at which all previous NGC officers were reelected for the ensuing year. Reelected were Klein, president; Irving H. Levin, executive vice-president; M. E. Hersch, senior vice-president; Alan May, financial vice-president and treasurer; Robert W. Selig, vice-president in charge of theatre operations; Harold A. Lipton, secretary; and Paul F. Scherer, assistant secretary and assistant treasurer.

MGM Announces 34 Completed Films; 31 Others Readied For 1965-67

NEW YORK—President Robert H. O'Brien announced that Metro-Goldwyn-Mayer, with 34 feature motion pictures completed and scheduled for release in 1964 and early 1965, already has 31 important new motion pictures in active stages of preparation that will go into production during the coming months for release in 1965-66-67.

This announcement was made following a series of meetings O'Brien has held in recent weeks with Robert M. Weitman, vice-president in charge of production, and with key MGM distributors and production executives of the company in New York, at the MGM Studio in Culver City, at MGM Studio in London, and other key European cities.

First of the 34 productions to go into release are "Sunday in New York" and "A Global Affair."

Also completed and ready for release are "The Unsinkable Molly Brown," starring Debbie Reynolds, Harve Presnell, and Ed Begley, Fourth of July attraction; "How the West Was Won," nominated for eight Academy Awards; "The Night of the Iguana," starring Richard Burton, Ava Gardner, Deborah Kerr, and Sue Lyon; "The Americanization of Emily," starring James Garner, Julie Andrews, Melvyn Douglas, and James Coburn; "Honeymoon Hotel," starring Robert Goulet, Nancy Kwan, and Robert Morse; "Kissin' Cousins," starring Elvis Presley; "Looking For Love," starring Connie Francis and Jim Hutton.

"Seven Faces of Dr. Lao," starring Tony Randall, Barbara Eden, Arthur O'Connell, and John Ericson; "Of Human Bondage," starring Kim Novak and Laurence Harvey; "Rhino!," starring Harry Guardino, Shirley Eaton, and Robert Culp; "The Love Cage," starring Jane Fonda and Alain Delon; "Advance to the Rear," starring Glenn Ford, Stella Stevens, and Melvyn Douglas; "Any Number Can Win," starring Jean Gabin and Alain Delon.

"The Outrage," starring Paul Newman, Claire Bloom, Laurence Harvey, and Edward G. Robinson; "Tamahine," starring Nancy Kwan and John Fraser.

"Viva Las Vegas," starring Elvis Presley and Ann-Margret; "Gladiators Seven," starring Richard Harrison and Loredana Nusciak; "Mail Order Bride," starring Buddy Ebsen, Keir Dullea, and Lois Nettleton; "The Golden Arrow," starring Tab Hunter and Rossana Podesta.

"Night Must Fall," starring Albert Finney and Susan Hampshire; "Big Parade of Comedy"; "Flipper's New Adventure," again starring the incredible dolphin and Luke Halpin and Pamela Franklin; "Hercules, Samson and Ulysses."

"Two Are Guilty," starring Anthony Perkins and Jean-Claude Brialy; "Murder Most Foul," with Margaret Rutherford; "Signpost to Murder," starring Joanne Woodward, Stuart Whitman, and Edward Mulhare; "The Day and The Hour," starring Simone Signoret and Stuart Whitman; "Gold for the Caesars"; "Greed in the Sun," starring Jean-Paul Belmondo and Lino Ventura; "Gunfighters of Casa Grande"; "Sandokan The Great," starring Steve Reeves; and "Tiko and The Shark."

Among the new films to be made are "Quick, Before It Melts"; "36 Hours," starring James Garner, Eva Marie Saint, and Rod Taylor; "The Forty Days of Musa Dagh"; "Dr. Zhivago"; "Caravans"; Irving Berlin's "Say It With Music"; 'The ABC Murders," with Zero Mostel; "The Yellow Rolls Royce"; "Hysteria"; "The Secret of My Success"; "Young Cassidy," with Sean Connery; "Murder Ahoy," with Margaret Rutherford; "Joy in the Morning," starring Richard Chamberlain and Yvette Mimieux; "Lies of Silence"; "The Disappearance"; "The Rounders," starring Glenn Ford and Henry Fonda; "Operation Crossbow," starring Sophia Loren and George Peppard; "Dirty Dozen"; "Have I the Right to Kill?," starring Alain Delon and Jeanne Moreau; "Girl Happy," starring Elvis Presley; "The Loved One," starring Robert Morse; "Winning of the Skies"; "The Venetian Affair"; "Letters from the South Seas"; "Made in Paris"; "Muscle Beach" (temporary title); "Cheating Hearts"; "Choice of Violence," with Bing Crosby; "The Alligators"; "Beauty Contest" and "The Claim Check."

N. Y. Studies Wage Bill

ALBANY—Announcement by Governor Nelson A. Rockefeller that he had appointed a special committee of 11 men and women to study "in depth" the impact of a $1.50 hourly minimum wage for New York State was expected to defer affirmative action by the Legislature at the current session on bills providing such scale or higher.

The National Association for the Advancement of Colored People had called a state legislative conference for March 10 in Albany to urge passage of a $1.50 minimum. State Committee for a $1.50 Minimum Wage, headed by A. Phillip Randolph, president of the Brotherhood of Sleeping Car Porters, had also announced a "march" here on that date.

The present minimum of $1.15 will increase to $1.25, effective Oct. 15 next. Governor Rockefeller has been quoted as saying "A $1.50 minimum is coming," but set no date.

The Governor raised the query, "Will an increase in the state minimum wage cause further unemployment and fewer job opportunities for the very men and women we may seek to help?"

Mancuso To AA In L.A.

NEW YORK—Charles Mancuso, formerly a booker with Paramount and 20th-Fox in Los Angeles, has joined Allied Artists' Los Angeles exchange as booker, it was announced by branch manager M. J. E. McCarthy.

Mancuso succeeds Santiago Magdaleno, who held the position for six years and now has become a salesman for the company in this territory.

Para.-Sony In New Pact

NEW YORK—Paramount and Sony Corporation of Japan announced that in recognition of the contribution made by Sony in the development of the Chromatic principle of color television, they have entered into a new license agreement lowering the royalty rate payable by Sony and giving to Sony the right to manufacture and sell in the United States color television tubes and sets embodying the Chromatic principle.

Negroes Sue To Force High Point Integration

GREENSBORO, N. C.—Key Theatres, Inc., and the City of High Point, N. C., filed a document in United States District Court here admitting that the Paramount at High Point is operated in a building known as Municipal Hall, which was built by the city for use as a theatre.

The admissions were made in response to a request filed by attorneys for three Negroes who are suing to force racial integration of the house on grounds that it is operated in leased quarters in a building supported by tax funds. The plaintiffs contend they have been denied admission to the Paramount purely on grounds of race.

Earlier, High Point had filed an answer to the suit in which it says it has no control over operation of the theatre, which has leased the quarters continuously since 1930.

At Asheboro, two white men armed with pistols were arrested at Negro demonstrations being conducted at a downtown theatre, a restaurant, and a drug store. They were charged with carrying concealed weapons, interfering with police officers, and attempting to incite a riot.

The men were seen shortly before their arrest distributing Ku Klux Klan literature, police said. Hearings for them were set for March 17 in Recorder's Court.

At Thomasville, where there have been similar demonstrations aimed at motion picture houses, the City Council referred to a special committee for study two ordinances which would limit picketing and regulate the staging of parades.

Mayor Thomas F. Johnson said he would request Harry B. Finch, chairman of the Thomasville Bi-Racial Committee, to name a committee to confer with the council's transportation committee regarding the two ordinances.

He said the ordinances are not directed at any one group of persons, but are intended for general regulation. He made the statement after an attorney for the NAACP spoke in opposition to the proposed ordinances on the grounds that they violated constitutional provisions of freedom of speech.

The ordinances would limit the times and scope of picketing demonstrations and would require advance notice and permits before the staging of parades.

Governor Terry Sanford of North Carolina said that he feels civil rights demonstrations by Negroes will not cause as much tension in the future as in the past, and that he thinks "we've reached the point in community understanding where pressure will be less tense."

He said he has arranged a conference with NAACP and CORE leaders in an effort to end street demonstrations and said he was "thinking about two or three things" which might get the Negroes off the streets.

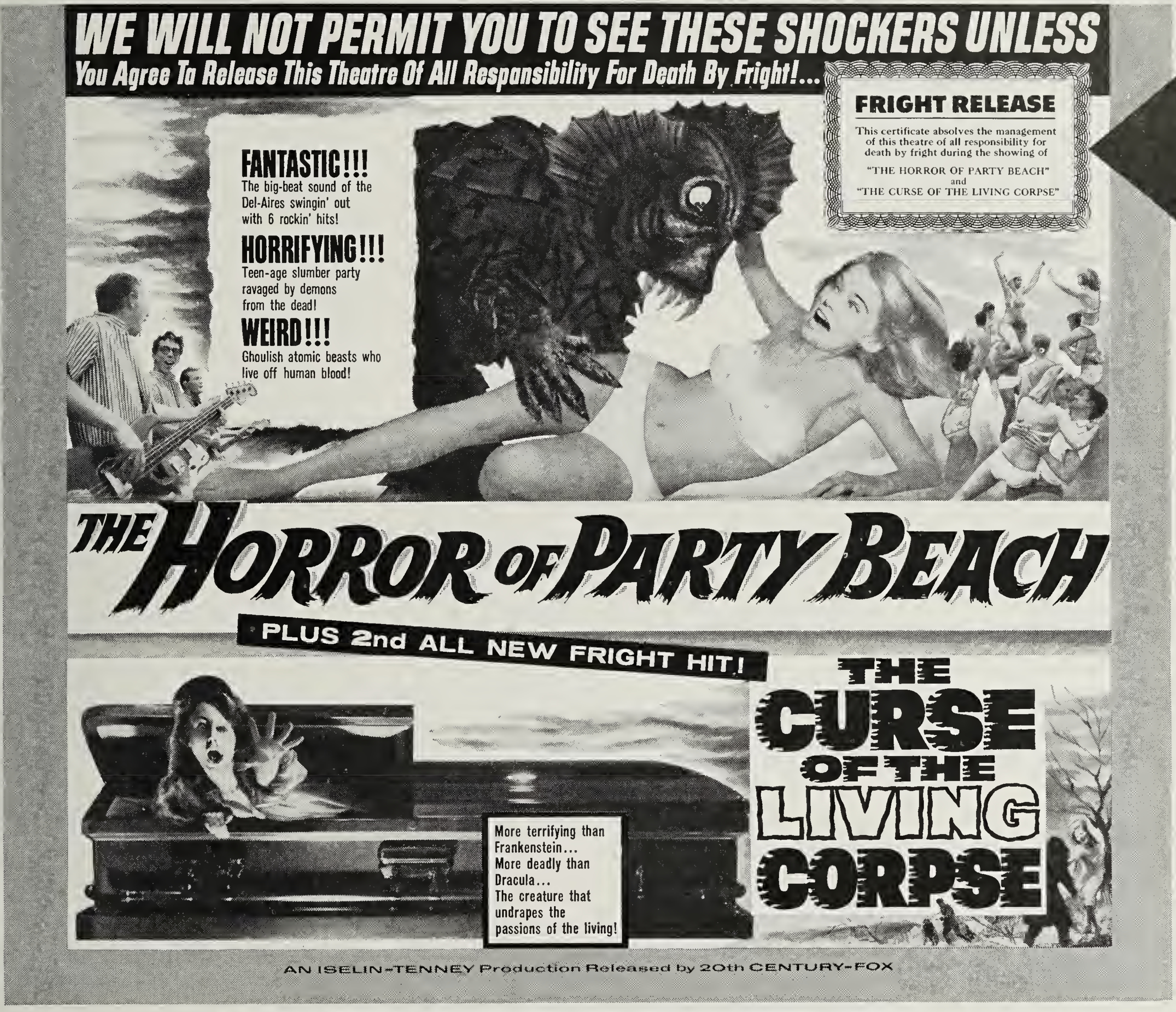
At the same time, the governor's aide on racial problems, General Capus Waynick of High Point, said he was meeting with Negro leaders also in an effort to head off further acts of "civil disobedience."

Indiana TOA Name Change

INDIANAPOLIS—Allied Theatre Owners of Indiana, Inc., will be known as THEATRE OWNERS OF INDIANA.

This change of name was voted by the board following affiliation with Theatre Owners of America. Officers, directors, and corporate set-up remain the same.

HE SHOWMANSHIP PACKAGE OF THE AGE-
ROM 20TH! BACKED BY ONE OF THE GREATEST AUDIENCE PARTICIPATION GIMMICKS IN YEARS–THE FRIGHT RELEASE!


WE WILL NOT PERMIT YOU TO SEE THESE SHOCKERS UNLESS
You Agree To Release This Theatre Of All Responsibility For Death By Fright!...
FRIGHT RELEASE
This certificate absolves the management of this theatre of all responsibility for death by fright during the showing of
"THE HORROR OF PARTY BEACH"
and
"THE CURSE OF THE LIVING CORPSE"
FANTASTIC!!!
The big-beat sound of the Del-Aires swingin' out with 6 rockin' hits!
HORRIFYING!!!
Teen-age slumber party ravaged by demons from the dead!
WEIRD!!!
Ghoulish atomic beasts who live off human blood!
THE HORROR OF PARTY BEACH
PLUS 2nd ALL NEW FRIGHT HIT!
THE CURSE OF THE LIVING CORPSE
More terrifying than Frankenstein... More deadly than Dracula... The creature that undrapes the passions of the living!
AN ISELIN-TENNEY Production Released by 20th CENTURY-FOX

AND IT'S SOLIDLY BACKED BY

SPECIAL **TEASER TRAILER** featuring Horror-dom's famous Zacherley!

SPECIAL suspense and terror-packed **RADIO** and **TV CAMPAIGN!**

SPECIAL shock-on-the-spot **LOBBY RECORD** featuring Zacherley and the exciting sounds of the Del-Aires!

SPECIAL **R.O.P. NEWSPAPER TEASER CAMPAIGN** with solid reader impact!

SPECIAL built-in **POINT-OF-SALE PACKAGE** of local contests, stunts and attention-getters!

AND

20th CENTURY-FOX RECORDS brings out the songs of the first horror monster musical!

Watch The Showmanship Pay Off!

First dates Texas and Up-State New York in April!

LONDON Observations

By Jock MacGregor

WHAT A WEEKEND! Saturday saw the Variety Club's annual dinner and ball; Sunday, the rehearsal for the Royal Film Performance stage presentation; and Monday, the show itself. The VC effort goes from strength to strength. There is now no more spectacular dinner ball in London. It has spread to the largest venue, but not even Grosvenor House's Great Hall could accommodate more than 1300 of those who wanted to attend. The raffle with top prizes of a Volvo sports car, cabin cruiser, trips to the Tokyo Olympics, and Barbados vacations for two, etc., boosted by advance sales, raised a fabulous $84,006, the brochure a record $28,000, and the tombola some $9000.

The success of VC promotions is due unquestionably to the inspiration given by the elder statesmen. Britain has its quota of luncheon-only barkers, but it has many wonderful workers. I looked in on Saturday morning and found C. J. Latta, Jack Goodlatte, Jim Carreras, Nat Cohen, Rex North, and a host of others with their coats off helping to ensure that months of committee plannings took shape. Before I could say "good mornin'," I too was hulking washing machines, tv sets, and other big gifts onto the tombola stands. Though it was their day, chief barker David Jones and Ettie were working harder than anyone. I should say that between nine a.m. and the end of the ball at three a.m., they only left the hall to change before greeting the guests.

I had my eye on that sports car. I have always had a secret hankering after one. Instead, I drew a Hetchings racing cycle. While I appreciate that this could greatly solve my West End parking problems, I cannot quite see myself cycling up to a world premiere wearing, of course, that stunning crimson lined "Dracula" cloak presented by Jim Carreras at his dinner to honor Tony Hines' 50th horror film!

A FEW DAYS earlier, the Variety Club's tribute night at past chief barker Billy Butlin's reunion of his holiday camp Patrons proved another highly successful venture. In return for getting stars and celebrities along, he called David Jones to the centre of the vast Albert Hall dance floor and gave him a $28,000 check. And what a turn up there was. Newsreel cameramen claimed they had not seen such a distinguished gathering in a long while. In all ABC's Cliff Elson introduced 42 headed by Jack Hawkins, Kenneth More, Richard Attenborough, Stanley Baker, and Roger Moore. On such occasions, I am becoming increasingly intrigued by the fact that with a few exceptions the reception is far more warm and enthusiastic for certain tv personalities. Without mentioning names, it is obvious that some could be definite assets to movies.

THE ROYAL FILM PERFORMANCE followed its established pattern, and being in aid of the Cinema Trade Benevolent Fund, it received great support. It was a dignified occasion and provided no surprises. Regrettably, it is no longer what it was and still should be—the greatest film night of the year. As I approached the Odeon, I anticipated it all, the stars and trade leaders nervously awaiting presentation in the brightly lit, warmly decorated circle foyer; a band once again filling the orchestra pit; the large screen tv presentation of what is going on in the foyers to entertain those who had accepted the attendants' pleas to take their seats; the hush before the arrival of "The Royals"; the fanfare; the stage show; the almost inevitable criticisms. It is all so predictable. Only the film—20th Fox's comedy romp, "Move Over, Darling," and some of those presented were different.

Maybe a successful formula should not be touched, but I do feel that the CTBF could instill more excitement and imagination into this event. I suspect that I am not alone in these thoughts. With such international stars, headed by James Garner, George Peppard, Richard Attenborough, Jack Hawkins, Stanley Baker, Margaret Rutherford, Cliff Richards, Sylvia Koscina, Michele Mercier, and Britt Eckland (the new Mrs. Peter Sellers) attending, it was an important night. But I do believe many left the Leicester Square Odeon being charitable in more senses than one.

Once again, Associated British hosted a large supper party at the Savoy for their artists, executives, and other guests who had attended the performance. With Sir Philip Warter, C. J. Latta, and Jack Goodlatte as hosts, this is always a delightful affair and a perfect ending to the night. While other companies have similar events, only Associated British thinks of inviting the trade press. This is a wonderful and much appreciated gesture for one can find oneself late at night in Leicester Square all dolled up and nowhere to go, so to speak—and that can be a real dampener on an evening.

AWAY BEFORE THE RFR was Kirk Douglas, who is doing practically a world tour selling job for "Seven Days in May." He got a fine coverage in all media. In the absence of Russell Hadley who was confabbing with George Weltner in Paris, Peter Reed and Jack Upfold made admirable hosts at the Claridge press reception. . . . The BOT statistics show that during 1963, 72 British and 243 foreign features exceeding 72 minutes were registered, against 71 and 248 respectively in the previous year. 118 were American. . . . John Behr is delighted with the success of the Rank Theatres fan monthly, "Showtime," and hopes to top a 200,000 circulation in March. . . . Jacey dropped the anti-nude film campaign at their news theatres, reverted to shorts, and advertise "It's a Bare, Bare World" as the next picture at the Cinephone. . . . Eddie Bryson is going all out to make the Columbia 40th anniversary sales drive the greatest ever. A Columbia release, "Pumpkin Eater" starring Anne Bancroft, Peter Finch, and James Mason, is the official British entry for the Cannes Festival. . . . "The Best of Cinerama" opens at the Royalty on March 22. . . . The Cinema Exhibitors Association has drawn Al Zugsmith's attention to their ruling on the showing of films which have been commercially released on tv, and the embargos which can be placed on offenders.

Metro-Kalvar Names Lindemeyer To New Post

NEW YORK—It was announced by Metro-Kalvar vice-president Noel R. Bacon that Robert B. Lindemeyer has been appointed director of technical services for Metro-Kalvar, Inc. Lindemeyer came to Metro-Kalvar in September, 1963, from the American Machine and Foundry Company, field operations and engineering division in Santa Barbara, Calif., where he held a managerial post.

Specializing in motion picture and television production, Lindemeyer received a Bachelor of Science Degree from Iowa State University in 1958. The holder of the Joseph Weed Television Scholarship, he worked closely as a director, script writer, and editor with the Iowa State University Film Production Unit. In 1960-61 he was an instructor of "Films For TV," an undergraduate course offered by the American University in Washington, D. C.

From 1958-61, Lindemeyer served as an officer in the U. S. Navy and was attached to the U. S. Naval Photographic Center in Washington, D. C. He served in the capacity of producer-director and later as an officer-in-charge of the Television Kinescope Films Production Facility.

Following his military service, Lindemeyer was named television production director for the Color Closed-Circuit TV Facility Headquarters, Air Force Systems Command in Washington, D. C., a position he held until 1962, when he became associated with the American Machine and Foundry Company.

UJW Opens Fund Drive

LOS ANGELES—The amusement industry campaign of the United Jewish Welfare Fund is now in high gear, according to Marvin Mirisch, section chairman, who announced that Samuel Goldwyn, Jack Benny, and Jack L. Warner have agreed to serve as honorary chairmen.

Co-chairmen of the amusement industry campaign include Robert Blumofe, United Artists; Frank Cooper, Frank Cooper Associates; Charles Goldring; Robert Lewine, CBS; Jacob H. Karp, Paramount; and Arthur H. Kramer, Columbia Studios.

Vice-chairman include Samuel Briskin, Columbia Studios; Steve Broidy, Allied Artists, who was general chairman of last year's UJWF drive; Victor M. Carter, Republic Studios, also a former UJWF general chairman; Abe Lastfogel, William Morris Co.; David A. Lipton, Universal Studios; Fred L. Metzler, 20th Century-Fox; Harold Mirisch and Walter Mirisch, The Mirisch Corp; Sid Rogell; Mendel B. Silberberg; Morris W. Weiner, Universal Studios; Robert M. Weitman, Desilu; and Robert L. Cohn, Columbia Studios.

Goldwyn Enters TV

HOLLYWOOD—Samuel Goldwyn announced that he will exhibit his feature films on television and also produce for this medium under a newly formed corporation, Samuel Goldwyn Pictures, Ltd.

Richard A. Harper, for the past eight years in charge of tv feature sales for MGM, has joined Goldwyn in charge of tv sales, and will make his headquarters here.

It was stated that Goldwyn will not sell films outright, but will lease them for limited runs.

New Orleans' Saenger Converting To Twin

NEW ORLEANS—The Saenger has sealed off its balcony, with work starting immediately to convert the edifice into two separate motion picture auditoriums.

The upstairs portion of the house with a seating capacity of over 800 will be equipped for the exhibition of 70mm motion pictures, extended run films, etc. The seating capacity on the lower floor will remain at 1,900 for the viewing of standard make films.

The balcony entrance will be on Rampart street with escalators handling the second floor patrons. The main floor theatre will continue to have its boxoffice on Canal street.

The Saenger was built in the mid '20's by the late E. V. Richards and Julian and Abe Saenger, associates in the Saenger Amusement Company. It opened on Feb. 5, 1927. In later years, it became the flagship of Paramount-Richards Circuit, and for the past 10 years or so, upon Richards' divestiture of the greater portion of theatres to Paramount Gulf Theatres, the Saenger continuously remained in the front of local theatres keeping up with the procession of changes in projection and sound techniques of motion pictures.

Fox Promotes Raphel

NEW YORK — David Raphel has been named foreign manager for 20th-Fox, the top post in the foreign division of the company, it was announced by Seymour Poe, executive vice-president. Raphel has been Continental and Middle East supervisor since June, 1962, with headquarters in Paris. He will now headquarter in New York.

Raphel's appointment represents a major step in finalizing the reorganization of the foreign sales set-up.

A vital aspect of the foreign reorganization is the appointment of division managers stationed in each of the major areas—Latin America, the Far East, and Europe—with their counterparts in the home office.

The division managers thus far assigned include Latin America, Francisco Rodriquez, Mexico City, and Karl Knust, New York, and Far East, Geza Polaty, Tokyo, and Morey Marcus, New York. The Paris replacement for Raphel will be announced shortly.

Paula Prentiss, co-star of U's "Man's Favorite Sport?," recently visited Detroit and is seen with, left to right, Tom Byerle, film buyer, United Detroit Theatres; Herb Martinez, U branch manager; and Henry Capogna, publicity director, Butterfield's Outstate Circuit.

The NEW YORK Scene

By Mel Konecoff

MAGNIFICENT-GREAT-MUNIFICENT: Morris Lefko, vice-president and general sales manager of MGM, and his team of Herman Ripps, Lou Formato, and Mel Marron premiered a 35-minute product reel to show that MGM was on the move in a direction calculated to make a stockholder's record ledger jump for joy.

Bits and pieces from 13 features were in order, such as "The Americanization of Emily," "Mail Order Bride," "Rhino," "The Seven Faces of Dr. Lao," "A Global Affair," "Viva Las Vegas," "Honeymoon Hotel," "The Unsinkable Molly Brown," "Night Must Fall," "Looking For Love," "Signpost For Murder," "Any Number Can Win," and a scene with what looked like a nude Kim Novak in "Of Human Bondage." We're not sure, though, because by the time our glasses cleared of steam, she was gone—but it sure did look like K. N. in the nude, not that we're an authority mind you. She had clothes on the last time we met.

The reel costs about $50,000 and there are about 50 prints spread over the country available to exhibitors, women's clubs, men's clubs, conventions, etc. People have even been known to get up and cheer as the last segment flashed across the screen. All of which promoted Lefko to note—"We at MGM have confidence in the business and we're backing this up with a program which will take us all the way under Bob O'Brien's leadership." This same confidence is causing MGM to allocate 31 millions for four of the films to be made over 1964-65—"The 40 Days of Musa Dagh," "Dr. Zhivago," "Caravans," and "Say It With Music."

The Lefko contingent also hoped that this would be an MGM summer, what with "How The West Was Won" hitting the 35mm trail after 75 tests on the narrower gauge film at Easter time in the U. S. and Canada. Exhibitors like same, according to the way they're booking the film. Territories playing the Cinerama version will be protected, and "West," incidentally, has rolled up a theatre boxoffice gross of 23 millions to date.

Concluded Lefko, every picture is an individual project, and each has to be sold differently. A different and vigorous campaign is in store for each so the full potential can be realized.

(Aside to press colleagues: There's an 84-year-old "Mail Order Bride" in your future from Crestline, Ohio, and she's a living doll, according to Emery Austin. Don't say we didn't tip you.)

PRACTICE MAKES PERFECT: Producer-director Arthur Penn is making "Mickey One" for Columbia release, and he's of the school that believes practice makes for better pictures. He's got such people as Warren Beatty, Hurd Hatfield, Teddy Hart, and Alexandra Stewart, a Canadian-born gal who has been starring in foreign-made films. He's got them on a four-week rehearsal schedule before the camera starts turning on March 16 in Chicago, where the whole film will be made because the story takes place there. When we get a synopsis, we'll try to explain the plot to you.

This is the first film of a two-picture deal that Penn has with Columbia. If things work out, a stage play may follow based on the story, several years after the release of the film. We don't know whether the same people will be used therein, but whoever is used, they'll rehearse, that much we know.

THERE'S A POLITICIAN IN YOUR FUTURE: UA vice-president David Picker, flush with Academy Awardities following the nomination of "Tom Jones" and "Lilies of the Field," was exuberant and articulate about the forthcoming film, "The Best Man," a political expose of candidates and conventions, which "knocks off a few sacred cows" in the telling. The Henry Fonda starrer will be released in May after a few dates in March, well ahead of the national political conventions. It names names well-known in political circles. (The death of JFK caused the excision of three lines from the film.)

Since a startling campaign is in order, national director of advertising and publicity Gabe Sumner has decreed "shotgun screenings" of the available prints for all opinion makers early in March. By the time they're through, the prints will have one big sprocket hole on each side from start to finish. TV will be the prime tool in the campaign for the 100-minute feature, that was brought in for under two million dollars.

The gentlemen responsible are producers Stuart Millar and Laurence Turman, who after canning the screen version of the Gore Vidal Broadway hit, opined that the trend in the business today has encouraged more good writers to want to work directly for the screen because they feel that they can say something on the screens of the world that can't be said elsewhere as efficiently. Film audiences are no longer shocked, and they're going for the unusual these days, such as "Tom Jones," "Dr. Strangelove," "Hud," "Lilies of the Field," etc. Incidentally, they owe UA one more picture as a team, after which they may go their separate ways and produce individually.

NEW FIRM ON THE STREET: Lee Hessel, who was with Audubon Films, reported that he was forming a new distribution company known as Cambist Films, and the first property is "Daniella By Night," a French feature starring Elke Sommer both clad and un-clad, dubbed into English. He labeled it an exploitation film and not an art house release. The nude sequence is a brief one, and he anticipates no trouble with the possible exception from the N. Y. State Board of Regents, whose local representative has already turned the film down. If this is confirmed by the Board, then he will sue for a license to exhibit same in New York State.

Sez Hessel, "It's unfair to have to make residents of this state travel to Connecticut or New Jersey to see uncut films." He expects to release three to four features a year, operating from N. Y. and through sub-distributors. These may well be domestic releases as well as those from abroad. He will pay particular attention to the titles of his films as well as their campaigns, because these factors can make or break a picture at the boxoffice. Hessel has no objection to the classification of films as long as it's not a governmental agency that's doing the classifying.

NOMINATIONS

(*Continued from page 6*)

William H. Daniels, Milton Krasner, Charles Lang, Jr., and Joseph LaShelle; "Irma La Douce," Joseph LaShelle; "It's A Mad, Mad, Mad, Mad World," Casey Production, United Artists, Ernest Laszlo.

For the best achievement in costume design of a black-and-white picture:
"Federico Fellini's 8½," Piero Gherardi; "Love With The Proper Stranger," Edith Head; "The Stripper," Jerry Wald Productions, 20th Century-Fox, Travilla; "Toys In The Attic," Mirisch-Claude Production, United Artists, Bill Thomas; "Wives And Lovers," Hal Wallis Production, Paramount, Edith Head.

For the best achievement in costume design of a color picture:
"The Cardinal," Donald Brooks; "Cleopatra," Irene Sharaff, Vittorio Nino Novarese, and Renie; "How The West Was Won," Walter Plunkett; "The Leopard,' Titanus Production, 20th Century-Fox, Piero Tosi; "A New Kind Of Love," Llenroc Productions, Paramount, Edith Head.

For the best achievement in directing:
"America America," Elia Kazan; "The Cardinal," Otto Preminger; "Federico Fellini's 8½," Federico Fellini; "Hud," Martin Ritt; "Tom Jones," Tony Richardson.

For the best achievement in film editing:
"The Cardinal," Louis R. Loeffler; "Cleopatra," Dorothy Spencer; "The Great Escape," Mirisch-Alpha Picture Production, United Artists, Ferris Webster; "How The West Was Won," Harold F. Kress; "It's A Mad, Mad, Mad, Mad World," Frederic Knudtson, Robert C. Jones, and Gene Fowler, Jr.

For the best foreign language film of the year:
"Federico Fellini's 8½" (Italy); "Knife In The Water," Kamera Unit of Film Polski Production (Poland); "Los Tarantos," Tecisa-Films R.B. (Spain); "The Red Lanterns," Th. Damaskinos & V. Michaelides A.E. (Greece); "Twin Sisters Of Kyoto," Shochiku Co., Ltd. (Japan).

Best music score—substantially original:
"Cleopatra," Alex North; "55 Days At Peking," Samuel Bronston Production, Allied Artists, Dimitri Tiomkin; "How The West Was Won," Alfred Newman and Ken Darby; "It's A Mad, Mad, Mad, Mad World," Ernest Gold; "Tom Jones," John Addison.

Best scoring of music—adaptation or treatment:
"Bye Bye Birdie," Kohlmar-Sidney Production, Columbia, John Green; "Irma La Douce," Andre Previn; "A New Kind Of Love," Leith Stevens; "Sundays And Cybele," Terra-Fides-Orsay-Films Trocadero Production, Columbia, Maurice Jarre; "The Sword In The Stone," Walt Disney Productions, Buena Vista, George Bruns.

Alfred Hitchcock recently signed the contract with Milton R. Rackmil, Universal president, for release of his newest film, "Marnie," in the middle of a waterfront street scene that provides a key background for the film.

Best song first used in an eligible motion picture:
"Call Me Irresponsible" from "Papa's Delicate Condition," Amro Productions, Paramount, Music by James Van Heusen—Lyrics by Sammy Cahn; "Charade" from "Charade," Universal-Stanley Donen Production, Universal, Music by Henry Mancini—Lyrics by Johnny Mercer; "It's A Mad, Mad, Mad, Mad World" from "It's A Mad, Mad, Mad, Mad World," Music by Ernest Gold—Lyrics by Mack David; "More" from "Mondo Cane," Cineriz Production, Times Film, Music by Riz Ortolani—Lyrics by N. Newell; "So Little Time" from "55 Days At Peking," Music by Dimitri Tiomkin—Lyrics by Paul Francis Webster.

For the best achievement in sound:
"Bye Bye Birdie," Columbia Sound Department—Charles Rice, Sound Director; "Captain Newman, M.D.," Universal City Sound Department—Waldon O. Watson, Sound Director; "Cleopatra," 20th Century-Fox Sound Department—James P. Corcoran, Sound Director, and Todd-AO Sound Department—Fred Hynes, Sound Director; "How The West Was Won," Metro-Goldwyn-Mayer Sound Department—Gordon E. Sawyer, Sound Director.

For the best achievement in sound effects:
"A Gathering Of Eagles," Universal, Robert L. Bratton; "It's A Mad, Mad, Mad, Mad World," Walter G. Elliott.

For the best achievement in special effects:
"The Birds," Alfred J. Hitchcock Production, Universal, Ub Iwerks; "Cleopatra," Emil Kosa, Jr.

For the best screenplay—based on material from another medium:
"Captain Newman, M.D.," Screenplay by Richard L. Breen, Phoebe and Henry Ephron; "Hud," Screenplay by Irving Ravetch and Harriet Frank, Jr.; "Lilies Of The Field," Screenplay by James Poe; "Sundays and Cybele," Screenplay by Serge Bourguignon and Antoine Tudal; "Tom Jones," Screenplay by John Osborne.

For the best story and screenplay—written directly for the screen:
"America America," Story and screenplay by Elia Kazan; "Federico Fellini's 8½," Story and screenplay by Federico Fellini, Tullio Pinelli, Ennio Flaiano, and Brunello Rondi; "The Four Days Of Naples," Titanus Production, Metro-Goldwyn-Mayer, Story by Pasquale Festa Campanile, Massimo Franciosa, Nanni Loy, and Vasco Pratolini—Screenplay by Carlo Bernari, Pasquale Festa Campanile, Massimo Franciosa, and Nanni Loy; "How The West Was Won," Story and screenplay by James R. Webb; "Love With The Proper Stranger," Story and screenplay by Arnold Schulman.

For the best achievement in documentary production:

Features:
"Le Maillon Et La Chaine" (The Link And The Chain), Films Du Centaure-Filmartic, Paul de Roubaix, producer; "Robert Frost: A Lover's Quarrel With The World," WGBH Educational Foundation, Robert Hughes, producer; "Terminus," British Transport Films, Edgar Anstey, producer; "The Yanks Are Coming," David L. Wolper Productions, Marshall Flaum, producer.

Short Subjects:
"Chagall," Auerbach Film Enterprises, Ltd.-Flag Films, Simon Schiffrin, producer; "The Five Cities Of June," United States Information Agency, George Stevens, Jr., producer; "The Spirit Of America," Spotlite News, Algernon G. Walker, producer; "Thirty Million Letters," British Transport Films, Edgar Anstey, producer; "To Live Again," Wilding, Inc., Mel London, producer.

For the best achievement in short subjects:

Live action subjects:
"The Concert," James A. King Corporation, George K. Arthur-Go Pictures, Ezra Baker, producer; "Home-Made Car," BP (North America) Ltd., Lester A. Schoenfeld Films, James Hill, producer; "An Occurrence At Owl Creek Bridge," Films Du Centaure-Filmartic, Cappagariff-Janus Films, Paul de Roubaix and Marcel Ichac, producers; "Six-Sided Triangle," Milesian Film Production Ltd., Lion International Films, Christopher Miles, producer; "That's Me," Stuart Productions, Pathe Contemporary Films, Walker Stuart, producer.

Cartoons:
"Automania 2000," Halas and Batchelor Production, Pathe Contemporary Films, John Halas, producer; "The Critic," Pintoff-Crossbow Productions, Columbia, Ernest Pintoff, producer; "Igra" (The Game), Zagreb Film, Rembrandt Films-Film Representations, Dusan Vukotic, producer; "My Financial Career," National Film Board of Canada, Walter Reade-Sterling-Continental Distributing, Colin Low and Tom Daly, producers; "Pianissimo," Cinema 16, Carmen D'Avino, producer.

Sunday Showdown Postponed

WOODSTOWN, N. J.—A hearing scheduled to test the strength of an ordinance banning Sunday movies was postponed until March 4.

The hearing, before Municipal Court Judge Louis DiNicola of Penns Grove, is based on complaints filed by the Rev. Wesley Evans, pastor, First Baptist Church, and the Rev. Paul Vanderloo, pastor, Asbury Methodist Church, against Harold Thorpe, owner, Grand, Woodstown's only motion picture theatre.

Clerk Mahlon Edwards said the hearing postponement was requested by attorneys. Charges resulted from opening of the theatre on the previous three Sunday nights.

The 1942 ordinance has been submitted to referendum twice in the 10 years, but each time the voters defeated efforts to end the ban. On conviction, penalties call for fines of up to $100 for opening the theatre and $200 for showing the films.

SHELDON TROMBERG
presents
BOXOFFICE ATTRACTIONS, INC.
Independent Film Distribution
Phone: Code 215 MA 7-2919
1323 VINE ST., PHILA., PA. 19107
Phone: Code 202 347-2221 or 347-3151
606 WARNER BUILDING, WASH., D. C. 20004

ALBANY

Many messages of congratulation were received from army leaders and other personages and read at the Variety Club “Humanitarian Award” luncheon for member Dave Marks, best known for his radio short-wave forwarding at Christmas time of messages from area residents to their men in the Armed Forces overseas. He was presented with a “certificate of appreciation” by Commander John J. Meagher, U. S. Naval Reserves and Major Lawrence Seamon said a similar citation from the Marine Corps would be hung in Marks' office. Chief Barker Adrian Ettelson presented Marks the “Humanitarian Award” at the large turnout in the ballroom of the Schine-Ten Eyck Hotel. . . . Despite heavy snowstorms, Alan Iselin's Turnpike Drive-In, at Westmere, announced a Feb. 21 reopening. . . . Schine's Glove, Gloversville, arranged for the Catholic War Veterans to sponsor the premiere of “The Cardinal.” . . . Hank Goldman, Fabian buyer-booker, was in. . . . The Variety Club will have as a future charitable project “aid to crippled children,” according to former chief barker G. Brandon Donahue. . . . The Schenectady branch of ABC Vending has been consolidated with the Albany district office of Tri-State Refreshments Company, George Schenck, manager.

ATLANTA

Variety Club, Tent 21 is celebrating its 25th anniversary this year. . . . The Tent is paying all costs for an operation upon a three-year-old Columbia, South America, boy, who arrived with his mother for this purpose, with hopes that as a result he may be able to walk for the first time. . . . Ruby Walters, secretary to Universal branch manager, is back at work after hospitalization. . . . Doris Johnson replaced June Hall in the accounting department at Universal. . . . Sympathy is extended to Lamar McGarity, Columbia office manager, on the death of his father. . . . The Grand, Cameron, La., has closed. . . . Tony Manning, Columbia home office representative, was in at the local exchange. . . . Curly Burns has assumed buying and booking duties for Jack Jones' Blue Ridge and the new Starline Drive-In, Milledgeville, Ga. . . . Paul Stevens, AIP, was mourning the death of his brother. . . . Martin Theatres, Columbus, Ga., announced work will soon start on a new Cinerama theatre in Panama City, Fla., as part of the Panama City Shopping Center.

BUFFALO

“The motion picture newsreel has not tossed in the sponge, but its days appear numbered and its screens are diminishing regularly,” said Bob Sokolsky, in his column recently in the Buffalo Courier-Express. “Only two downtown theatres employ the feature any more,” said Sokolsky, “Shea's Buffalo continues to run the once popular news shorts although its sister house, the Teck, discontinued them two years ago. The Cinema has been a steady newsreel customer. However, they were discontinued with the current engagement of 'Tom Jones.' ” “This was a temporary cancellation,” said manager James Hayes.” It was brought about because we have such a long program now. But we'll hear about it. Our patrons have always requested newsreels and let us know they are unhappy when we don't have one.” A different attitude was expressed by Charles Funk, managing director of the Century. “We discontinued newsreels two years ago as an economy measure,” he said. “I wouldn't say we've had unfavorable reaction to that move.” . . . Stathis Giallelis, Greek star of “America America,” was in Buffalo for a day of interviews on radio, tv and in the newspapers. The picture premieres in western New York March 12 at Shea's Buffalo. In addition to the interviews, there was a press luncheon in the Statler Hilton. The day's events were arranged by Frank Arena, city manager, Shea Theatres. Floyd Fitzsimmons, Warner Bros. exploiteer, who headquarters in Boston, also was in town working on the Greek star's activities and on advance promotion for the picture. . . . Francis Maxwell reports a good January profit to Tent 7, Variety Club of Buffalo, from the weekly Bingo games held in the Genesee. The Variety Club Building Fund receives 40 per cent of the profit, and the Heart Fund, 60 per cent Volunteer workers are needed to help stage the games, says Maxwell.

The board of directors of General Drive-In Corporation, Boston, recently elected former vice-president Melvin R. Wintman as executive vice-president; Edward E. Lane as treasurer-controller; and Samuel Seletsky as vice-president in charge of film.

CHARLOTTE

A man was arrested in the audience at the Lincoln, Raleigh, N. C., and charged with holding up and robbing the same house six nights before. He was identified as Roosevelt Ruben Wright, Jr., who was charged with armed robbery and assault with a deadly weapon with intent to kill. Police said he was spotted by employees of the house about 8:30 while watching the picture which was being shown at the time. The warrants against him charge that he shot manager H. E. Sharpe and robbed him of $250 a week earlier. Wright was placed in jail in default of a $10,000 bond pending a hearing at a later date.

An unidentified man walked into the Varsity, Chapel Hill, N. C., and asked for a bag of popcorn. When told it was closing time and the house was out of popcorn anyway, he pulled out a gun and pointed it at the doorman, John Bobba. “I'm going to shoot you,” he said. Then he apparently changed his mind. “No,” he added, “I'm going to shoot myself.” Then he turned and disappeared into the night. Police were called but were unable to find any trace of the man or learn who he was or anything about him, except that he apparently liked popcorn. . . . A masked bandit shot the manager of the Lincoln, Raleigh, N. C., and threatened the projectionist before running from the second floor-office and disappearing. The manager, H. E. Sharpe, sustained a bullet wound in the upper part of his leg and was taken to a hospital. The projectionist, Gerald Avery, said he heard a noise from the manager's office and went to investigate. He said he looked around the side of an open door and saw a man holding a gun on Sharpe. The robber wheeled around and warned him not to interfere, saying, “Move buddy, I'm going to shoot.” He said the bandit then shot Sharpe and fled. Sharpe said he was robbed of about $250.

CHICAGO

News of Sig Sakowicz, Sig Sacowicz Enterprises: He was made an honorary member of Chicago's Variety Club; he was speaker before the Cook County Council of AMVETS “Brotherhood Week” in St. Jude Hall; he was presented with a citation of merit by the Grand Army of the Republic; he was emcee for the Polish Daily News' “Man-of-the-Year” dinner honoring His Excellancy, Aloysius Bishop Wycislo; he will have a private showing of “Captain Newman, M.D.” at the Esquire on Feb. 29; and, among other things, he will narrate the Queen Kinga Society's Fashion Show on March 8. . . . Hank Sapperstein, ex-Chicagoan and now a movie-tv producer, is reported to have signed Sandy Koufax to an exclusive merchandising deal with Hank's Television Personalities, Inc. . . . Richard Widmark and his wife were here for a visit. Widmark had his broken arm in a cast, due to a fall from a horse while filming his new movie, “Cheyenne Autumn.” . . . Homer Hargrave, husband of ex-movie star Coleen Moore, has passed away. Hargrave was a stock broker executive. Mrs. Hargrave received condolences from Hollywood and all over the world. . . . Vincent Price reported that he will be guest speaker at the Executives' Club on March 18. . . . George Jessel emceed the annual City of Hope dinner here on Feb. 19. Many from the film trade were on hand. . . . “My Fair Lady” has been given a new opening date at the Palace from Nov. 18 to Oct. 23, only two days after the world premiere New York opening. Audrey Hepburn and Rex Harrison, stars of the production, are expected here for the opening. . . . S. J. Gregory, president of Alliance Theatres, has returned from his business trip to Greece. . . . Seeburg Cor-

More
light
+
slower burn=
lower costs

NATIONAL
TRADE MARK
PROJECTOR
CARBONS

poration has taken over Arthur DuGrenier Co. of Haverhill, Mass., pioneers in vending machine industry. Company supplies theatre concession trade with vending equipment for candy, cigarettes, coffee, and pastries. . . . Rod Sterling was here to boost opening of his latest film, "Seven Days in May." . . . Joel P. Smith, in charge of theatre CATV for Jerrold Electronics Corp., Philadelphia, was here for conferences with Alliance Theatres executives, regarding their CATV division, which is now the largest group in this territory. . . . George Brown, Wyanot Popcorn Co., Marion, Ohio, was elected president of the Popcorn Institute at their convention here. Wayne Blewett, Central Popcorn Co., Schaller, Iowa, was elected secretary-treasurer.

CINCINNATI

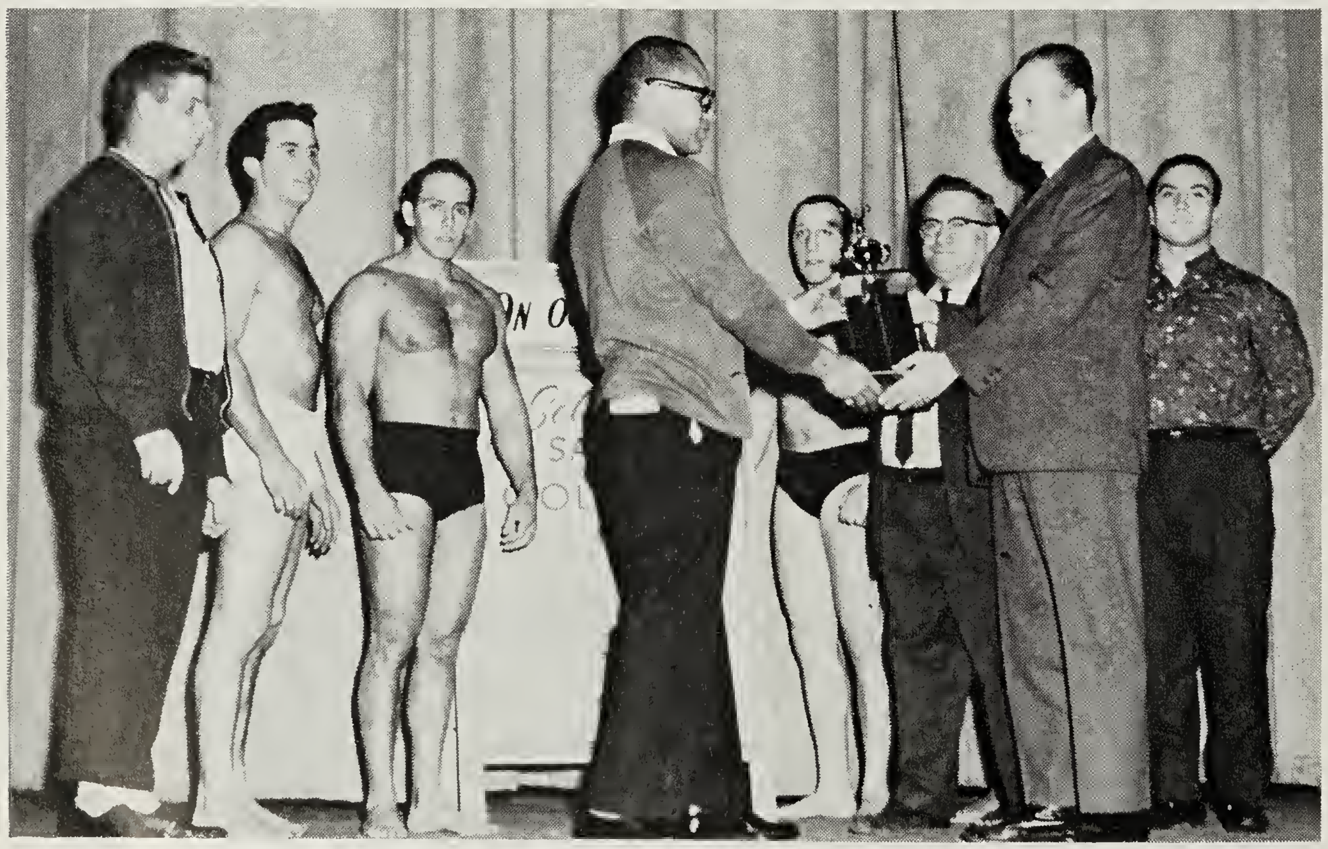
"Tom Jones," opening Feb. 13 in the smart looking, refurbished Times Theatre in the city's core area, was the center of attraction not only for movie patrons and numerous exhibiters in town, but also to citizens interested in the redevelopment of the downtown business area. It was a perfect opener for the city's plushest and newest first-run theatre. The Times, owned by Mid-States Theatres, is the sixth in a string of first-run houses in the core area which includes the Albee, Capitol, Grand, Keith, and the Palace. The 600-seat house is enhanced by a blue and white color scheme which accents the theatre's trim lines. Its marquee, stark white and brilliant blue, really brightens up the area. The downstairs lounge, decorated in soft gold tones, is charming and at the same time easy on maintenance. The remodeling of the Times has had a decided effect on other business enterprises in the downtown area. It is also an indication that Mid-States has faith not only in the motion picture industry but in the redevelopment of the downtown area as the center of this metropolitan city.

COLUMBUS, O.

Installation of the new single-lens Cinerama projection system at RKO Grand for "It's a Mad, Mad, Mad, Mad World" was supervised by Altec engineers Charles Bosworth and Leon Narbert. . . . Screen star Eddie Albert is appearing with his supper club revue until Feb. 29 at the Maramor. . . . Columnist Ben Hayes, Citizen-Journal, printed a rumor that Loew's Ohio may present one of two stage shows — "One Thousand Clowns" or "A Funny Thing Happened to Me on the Way to the Forum." . . . Norman Nadel, former theatre editor of the Citizen-Journal, was in town for an appearance on Columbus Town Meeting on WBNS-TV, in a discussion of the state of the arts in Columbus. Nadel is now theatre editor of the New York World-Telegram and Sun. . . . It is hoped by promoters of Columbus Gardens, 30,000-capacity sports and entertainment arena, to begin construction by May on a 24-acre site near the Spring-Sandusky interchange. Site is less than five minutes from downtown theatre district. Ben Cowall, local promoter of concerts, ice shows, and stage shows, has been approached to become general manager of the proposed arena.

VARIETY CLUB
TELETHON

Seen at Buffalo Variety Club Tent Seven's second annual Telethon, which resulted in the raising of over $133,000 in pledges for charity, were, left to right, chief barker Thomas W. Fenno; Mary Ann Mobley, former Miss America; Telethon chairman Nathan Dickman; and general manager Robert King. WKBW-TV, channel seven.



American International's publicist Art Moger recently presented a trophy to Carl Calcutta, of Roxbury, Mass., emblematic of the title "Mr. Samson and Goliath" in a promotion created to call attention to AIP's dual feature program, "Samson and The Slave Queen" and "Galiath and The Sins Of Babylon" at the Center, Boston, and more than 35 other local theatres. Members of the Boston Y. M. C. Union weight-lifting team are shown on stage of the Center along with assistant manager Harry Alpert as Moger made the presentation.

DALLAS

Two Interstate Theatre executives have become grandparents. Raymond Willie, vice-president and general manager, became a grandfather with the birth of Raymond Willie III to Mr. and Mrs. Raymond Willie, Jr. The parents have two daughters. Francis Barr, chief of exploitation and advertising, became a grandfather for the first time with a son born to Mr. and Mrs. John Duncan. The mother is the former Vicki Barr. . . . Stathis Giallelis, Greek actor, was here in behalf of Elia Kazan's "America America." . . . James Velde, vice-president and international sales manager of United Artists, was in Dallas for one of a series of sales conferences he is holding around the country. . . . A 90 minute motion picture of the trial Lee Harvey Oswald never received has been filmed by a Dallas based company. The accused assassin of President Kennedy was slain while being transferred from the city jail to the county jail. Entitled "The Trial of Lee Harvey Oswald," the feature movie was produced by Harold Hoffman and directed by Larry Buchanan. It will be released to the nation's theatres in March by Falcon International Corp., headquartered in Dallas. This is the third film by the local film makers whose previous films were "Free, White and 21" and "Under Age." Charles Tessmer, local attorney, served as a consultant on the script. In the film, a plea of not guilty is entered in behalf of Oswald, and the case is presented to the audience in much the same way that a jury would have received it. . . . Neva Butler was selected as the Dallas Harem Princess in conjunction with the world premiere at Houston of Universal's "The Brass Bottle."

DENVER

The Apache Drive-In, Springfield, Colo., has been purchased by Bernie Newman, who operates the Gem, Welch, Colo., and is undergoing extensive remodeling prior to its reopening in May. . . . Pay tv on a trial basis was to have started in the Denver area about a year ago, but has been postponed for another three months, according to information received here. . . . Retirement of Bill Fenske, veteran shipper with Denver Shipping and Inspection, was announced. . . . William T. Hastings, manager new RKO International 70 here, has been invited to be one of the principal speakers at the forthcoming Show-a-rama in Kansas City next month. . . . State Representative Harold McCormick, Skyline Theatre, Canon City, Colo., was host to a bus load of senior high school students from his home town. He escorted them through the Capitol and entertained them at luncheon. . . . Princess, Crested Butte, Colo., closed. Bill Pence has operated it. No reopening is set. . . . Norman Neilsen, manager, Cooper Cinerama here, was chosen to accept the Western Heritage Award in Oklahoma City presented by the National Cowboy Hall of Fame to the film, "How the West Was Won." Picture is in its 50th week here. . . . Stathis Giallelis, star of "America, America," was in Denver to publicize the picture, which opens in March at the Paramount. . . . Committees were named of all branches of the industry to formulate plans for the "Forward Look '64-'65" industry meeting to be held May 20-21 at the Brown Palace Hotel here under the sponsorship of the Rocky Mountain Motion Picture Association. . . . Frank H. Ricketson, Jr., was named honorary member of the Mile High United Fund. The award is presented annually for outstanding service to the fund and other civic activities. . . . Don Ringsred, Detroit, was named president of the Alexander Film Co., Colorado Springs. He has been assistant president since 1954 and succeeds Keith Monroe, who resigned. . . . An andvance preview screening of Paramount's "Becket" was held at the RKO International 70 (formerly Orpheum) here. Bill Hastings, manager, reported an excellent turnout for the 9 a.m. screening. . . . Mr. and Mrs. W. M. Agren announced the engagement of their daughter, Penelope, to Douglas Charles Conrad of Denver, now attending University of Hawaii. Wedding is to take place April 4 in Hawaii. Bill Agren, father of the bride, is film buyer for Fox Intermountain Theatres here.

DES MOINES

Don Smith has purchased the Atlantic and Corral Drive-In, Atlantic, Ia. Smith has been associated with Pioneer Theatres for more than 30 years. He and his wife have moved to Atlantic from Carroll, Ia. . . . "Seven Days in May," which has opened at the Paramount, Des Moines, has more than a little interest here because Fletcher Knebel and Charles Bailey, authors of the book, are members of the Des Moines Register and Tribune Bureau in Washington, D. C. . . . The Rialto, Fort Dodge, Ia., is undergoing an extensive remodeling job with new gold carpet, new seats, and lighting fixtures. . . . Don Freese, Ames, Ia., has joined Central States and will take over the Majestic, Centerville, Ia. He replaces Dick Nizzi, who has joined the Dundee staff, Omaha.

DETROIT

You've just got to take your hat off to John D. Taylor, Rochester, Mich. However little operators think of movies' "public image," this chap is out to make a favorable one with a bang. And he puts out with the money instead of the mouth. One year ago, he opened his New Hills. In a recent issue of the 66-year-old Rochester Clarion, he took the entire front page of section two, in two colors. On it was a gracious and grateful message to his patrons, specifically naming P.T.A. groups, teachers, and merchants. On the balance of the page, under the eight column "Anniversary" banner were display ads with plenty of white space for his Anniversary Month attractions. Careful detail was given as to times of performances throughout the weeks.

A closed neighborhood house, the Dexter, ceased being a movie house. It has been converted to a coffe house type of operation and is now known as the Minor Key. The 1200 seats have been replaced with tables and chairs which will seat 700. The features which go on until around five a.m., are jazz artists. Admission is charged; sandwiches, cakes, and soft drinks are served—no liquor. The building is owned and the theatre was operated by Johtn L. Brown, who also has a bowling alley. Lessee is Grabirel Glantz, who conducts a teen-age night club here.

HOUSTON

Paul Hochuli, amusement editor, Houston Post, suffered a stroke which has paralyzed him along the left side of his body. He is at the Bellaire General Hospital and was listed in fair condition with no visitors allowed. However, Hochuli is able to speak. . . . Constance Towers is expected here in April to make an appearance at the Continental Room. When she arrives, Miss Towers will have completed co-starring in the movie, "Fate Is The Hunter." . . . Chuck Adams, disc jockey on the staff of KNUZ here, recently returned from a trip made to Hollywood as guest of Universal Studios and Loew's State Theatres. He won the trip by enlisting some 5,000 Houston listeners in the Tony Randall Fan Club. He's made a series of tapes with stars during his visit and will feature them on his program. . . . Mickey Rooney was here recently to announce plans for the Mickey Rooney Talent School of Houston, the first of several to be built in various sections of the country. . . . Stathis Giallelis, Greek actor, was here on a promotional tour to plug "America America," the latest film by Elia Kazan. . . . A group of five soldiers in muddy fatigues made their appearance here masquerading as the infantry squad in "The Victors," current attraction at the Metropolitan. . . . Beck Wall and Bill Fanning, two of the principals in the "Bottoms Up Revue" have signed to star in 10 feature movies for Diamond International Films over the next five years. Their first will be "The Nuts Meet Frankenstein and Dracula." . . . The double bill of "McLintock" and "Dr. No" has been held over for an eighth week at the King Center Drive-In west screen. . . . The world premiere showing of Universal's "The Brass Bottle" was held at Loew's State with a Hollywood troupe consisting of dancing girls Shelby Livingston, Connie Warner, and San Kee; magician Dick Fawn; and genie A. Mike Vogel, Hollywood publicist. The aeromobile, flying carpet, was on display in front of the theatre, and judging of 15 finalists of princesses from as many cities was held with a panel of judges composed of Ann Hodges, tv editor of the Houston Chronicle; Homer McCallon, manager of Loew's State; George Bannon of Universal-International Pictures; Bob Kelley, program director of KTHT; and Betty Taylor of Betty's of Houston. Lana Stubblefield was selected as winner and will receive an all expense trip to New York. Miss Stubblefield was the Houston princess as well.

JACKSONVILLE

WOMPI members were turning out in force over a period of two weeks during their luncheon hours to join other volunteer workers from local civic clubs in making collections for the Northeast Florida Heart Association in Hemming Park, the hub of pedestrian traffic in the downtown area. The Heart Association has set a goal of $100,000 this year for use in treating heart patients at the Duval Medical Center. . . . Robert Capps, MGM manager for Florida, left his local office for a week of conferences with exhibitors in the Miami area. . . . Faye Wood went in for physical checkups with doctors while vacationing from her job at Warner Bros. . . . Judson Moses, MGM exploiteer from Atlanta, came in to work with exhibitors in setting up advance promotional campaigns for "Sunday in New York." . . . Jim Kirby is now booking the Gulf-to-Bay Drive-In, Clearwater, for Carl Floyd and K. T. Barfield. . . . Judy Pierce is the latest hometown girl to enter New York show business. She is now a performer at the Copacabana. . . . "Cleopatra," which opened Christmas Day at Meiselman's new Cedar Hills, is still plugging along with no termination date in sight. Special prices are now being offered to groups of 20 or more persons.

MIAMI, FLA.

Harold O. Freeburg has been appointed personnel director of Wometco Enterprises, Inc., filling the position left vacant since the Christmas night death of Robert F. Green, Wometco's personnel director for 16 years. Freeburg is a lifelong resident of Miami and was personnel director of Metropolitan Dade County from 1957 through 1964. Prior to the Metro assignment, he was personnel director of the city of Miami Beach, with almost 10 years service. He was graduated from local schools and holds a degree in psychology and personnel management from the University of Florida. A veteran of World War II, Freeburg served in the pacific in Naval Intelligence. Joining in the expanded Wometco personnel department is Walter P. "Pete" Packler, who is serving as administrative assistant. . . . Tom Rayfield, Carib, was first place winner in the January Wometco Thrift-Tik-It sales contest, with sales of 600 books. Cecil Allen, Mayfair, sold 410 books, followed closely by Howard DeBold, 163rd St., with sales of 400 books. James Maury, Rosetta, sold 153 books, and Mary Lawrence, Sunset, 107. First prize was $120; second prizes were $80 each; and the two third place winners received $20 each. . . . Picketing by CORE members is unlawfully interfering with the operation of the Liberty City Drive-In, according to a circuit court suit filed by Liberty Associates, Inc. The suit alleges that Negro leaders of some 10 or 20 pickets wrongfully charge race segregation, although actually, according to Levin Tash, president of the corporation, a partition with separate entrances separates the 50-cent seats from the $1 seats. Tash claims the picketing "creates an atmosphere of apprehension and

Emery Austin, third from right, MGM exploitation manager, is seen recently discussing advertising, publicity and exploitation plans developed for "Sunday In New York," MGM's Showcase presentation, with representatives of the 19 Showcase theatres that premiered the film in the New York-New Jersey area.

potential violence." . . . A private screening was held of "Damaged Goods" for representatives of the Dade County Health Department, U. S. Public Health Serivce, Florida State Dept. in the Wometco screening room. A discussion followed the showing, which was exceptionally well-received. Parents expressed the desire for their children to see it and the teenagers present pointed out that fellow students would see it if it were not sold to them as something they should see. Plans are being made for student discount tickets to be available and the schools and Dade County Health Dept. have promised full cooperation in presenting the film.

MEMPHIS

James H. McCarthy, former manager, Warner here, suffered a fatal heart attack at the Capital, Madison, Wis., where he had been manager since 1954. McCarthy was a veteran of 34 years in show business, 26 of which were with Warner. He was born in Racine, Wis., and came to Memphis from Madison. He leaves his wife and a son. . . . The new color scheme for the local Loew's State is the same flame red, white, and black that Loew's theatres are using all over the country. . . . Shelby Drive-In formerly Ellis Drive-In, has closed. Shelby is located at Millington, Tenn., a suburb of Memphis. . . . Savoy, Blytheville, Ark., after over a month of darkness, will reopen around March 15. . . . Memphian Dave Flexer's inflight motion pictures were the subject of "The Front Row," theatre column of Memphis Press Scimitar. Flexer has now formed an executive aircraft division, which will make the patented, automated projection system available to businees and corporate aircraft from twin engine to jet

CLARK TRANSFER INC.

829 N. 29th St.
Philadelphia, Pa. 19130
CEnter 2-3100

1638 Third St., N.E.
Washington, D. C. 20002
DUpont 7-7200

PROGRESSIVE ELECTRIC CONSTRUCTION CO. INC.
240 N. 13th ST. • PHILADELPHIA 7, PA.
Theatre Installations and Maintenance

NEW HAVEN-HARTFORD

Bernie Menschell, Outdoor Theatres Corporation of Connecticut, and Mrs. Ruth Colvin, Loew's Poli, set up phone interview with Natalie Wood of Paramount's "Love With the Proper Stranger," for Allen M. Widem, Hartford Times amusements editor. . . . Sperie P. Perakos, vice-president and general manager, Perakos Theatre Associates, New Britain, voiced "top enthusiasm" for spring and summer releases at a managers' meeting. . . . Mrs. Lydia Wollman, manager, Perakos Palace, New Britain, has resumed her duties, following surgery. . . . Leonard Sampson and Robert Spodick sneak-previewed Italy's "To Bed or Not to Bed" at their Lincoln, New Haven. . . . The federal urban administration has given provisional approval of the contract with developer of Hartford's Bushnell Plaza luxury apartment-commercial project, subject to some contract amendments. The $10.5 million development to contain an 800-seat motion picture theatre, will rise in the two block area now containing Loew's Poli and Loew's Palace Theatres. Demolishment date for the two theatres is yet to be determined. Still to be resolved, it is understood, is designation of operator of the 800-seat theatre. Reynolds Aluminum Service Corp. is developer. . . . George Spoll, son-in-law of Robert M. Sternburg, retired president of New England Theatres, Inc. (AB-PT regional affiliate), has been elected president of the Home Builders Association of Connecticut. He is also president of the Home Builders Association of Hartford County. . . . Paramount has slated another area "Showcase" presentation. "Paris when It Sizzles" will open day-and-date in mid-March at the downtown hard-top Loew's Poli and suburban Pike Drive-In, marking second Paramount attraction in as many months to premiere in such circumstances. "Love With the Proper Stranger" premiered at the two theatres. Heretofore, Paramount has premiered all first-runs here at the downtown AB-PT Allyn. . . . Henry Cohan, manager, Perakos Theatre Associates' deluxe Beverly, Bridgeport, Conn., is recipient of the Black Rock Merit Citation, annual award of the Black Rock District Civic and Business Men's Association to the individual contributing most significantly to the district's business-cultural life. . . . The 2800-seat Loew's Poli, Hartford, scheduling the Liston-Clay heavyweight fight via closed circuit tv, preceded the sports event with a screening of Columbia's "Requiem for a Heavyweight." Admission was $5. . . . Connecticut Superior Court Judge Aaron J. Palmer has named Attorney Robert Hurney temporary receiver for the Capitol Theatre property, Middletown, Conn. Salvatore Saraceno and others had filed suit against Capitol Theatre Realty Corporation, charging mismanagement and assets waste. Papers filed by Attorney Louis W. Johnson charge that Guiseppina Saraceno, defendant firm's president, allowed her son, Nicholas, through the Nicholas Saraceno Corporation, to operate the theatre without rent. Lawn firm of Winnick and Winnick also represents some of the plaintiffs. Action asks for appointment of receiver, accounting of company, and damages. Hurney assumes responsibility for theatre property upon filing a court bond.

NEW ORLEANS

Warner publicist J. D. Woodward was in in the interest of "The Incredible Mr. Limpet" and Columbia's Sid Balin was in for "The Cardinal" and "The Victors." . . . Mrs. William Cobb was elected chairlady of Variety Club Ladies Auxiliary at a meeting at Tent 45's headquarters. . . . Clint Vucovich, Florida exhibitor, has returned to theatre operation after an absence of 10 years by acquiring the Navy Point four waller in Warrington, Fla. . . . United Artists vice president James Velde was in for the Mardi Gras. . . . Lawrence Woolner and his wife have postponed their European trip until mid-March. . . . Sympathy is extended to Mildred Lindsay, Universal telephone attendant, upon the death of her aunt in Rome, Ga. . . . Pat Martin, daughter of Henry H. Martin, vice president and general manager of Universal, was here during the carnival season and visited the local exchange. . . . The interior of Loew's State is undergoing a face lifting.

PHILADELPHIA

Sam Diamond, 20th-Fox branch manager, proved an aimiable host to exhibitors and Vine Streeters at an S.R.O. screening of the Liston-Clay fight pictures at Vine Street Screening Room. . . . Theatre decorator Dave Brodsky was on the sick list at West Park Hospital. . . . Marty Aninsman, Ellis Theatres' district manager, celebrated his 39th wedding anniversary. . . . The Aardvark closed after a brief try with nudie films.

ST. LOUIS

WOMPIs met to discuss plans for the upcoming WOMPI convention which will be held here Sept. 18, 19, and 20. The theme for the get-together is "Meet Me In St. Louis—Gateway to the West." Convention goers will enjoy everything from swimming to square dancing, with a chuck wagon dinner to top it off. This is the WOMPIs' 11th annual convention. Charlotte Klinger and Sheila DeLoach, Columbia, were hostesses at the meeting, and Jerry Banta won the 50/50 drawing. . . . 20th-Fox is opening "Cleopatra" on a two show a day, popular price, no reserve policy at the Esquire March 11. The picture is also showing for the first time in Springfield and Quincy.

SAN ANTONIO

"Naughty Dallas," distributed by Diamond International Pictures Corp. of Dallas, had its world premiere showing at the Prince. The film is scheduled for a March release date nationally. . . . Manuel King, a former lion trainer who also made several animal movies, was arrested by U. S. Customs agents on chargs of possession of 104 parrots he allegedly knew had been brought into this country illegally. King was formally charged with receiving, concealing, and facilitating the transportation of the parrots. It was further alleged that the parrots had not been presented for inspection at the Texas-Mexican border. He was arraigned before U. S. Commissioner Frank Baskin. King was placed under $1,500 temporary bond. . . . The Texas, in conjunction with Montgomery Ward of San Antonio, is sponsoring a "Mail Order Bride" contest in conjunction with the showing of the film of the same name. All one has to do to enter is to explain how the patron met his husband or wife. The winner will receive $92.

REVIEWS

The famous pink paper SAVEABLE SECTION in which Experienced Trade Analysts evaluate coming product

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 26 year old service is both numerically more complete, and informatively more candid, than any similar trade analysis. Cumulatively numbered by film seasons (September to September). It is recommended that readers consecutively save all REVIEWS section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

Combined the every second week, yellow paper SERVISECTION indexes to the past 12 months' product, and the alternating every second week pink paper REVIEWS, represent a unique informative service to theatremen.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.

SECTION TWO
Vol. 71, No. 8 MARCH 4, 1964

MGM

The Day And The Hour

MELODRAMA
115M.

MGM
(English dialogue and titles)
(French-made)

ESTIMATE: Interesting import.

CAST: Simone Signoret, Stuart Whitman, Genevieve Page, Michel Piccoli, Reggie Nalder, Pierre Dux, Billy Kearns, Marck Burns, Roger Kemp. Directed by Rene Clement; produced by Jacques Bar.

STORY: In World War II during the occupation of France by the Nazis, Simone Signoret has succeeded in shutting out the war from her mind after the capture of her officer-husband. She has retreated to her elegant apartment and gets by with her two young daughters and her sister, who lives elsewhere in the building. While on a trip to the country to secure food, she accepts a lift back in a truck that contains some downed Allied airmen, who are trying to get back to Britain. Among them is American pilot Stuart Whitman. In an effort to elude the Gestapo, their guide disappears after telling her where to go, and she is left to escort them, which she does against her will. Since there is no room in the hideout for Whitman, she reluctantly takes him back to her apartment. They become conscious of each other but nothing much happens. She is almost forced to accompany him on a train which will take them close to the Spanish border. A Gestapo agent takes him into custody, but the crowd on the train separates them and throws the agent off to his death. They are arrested when the train stops, and the police chief believes Signoret is the chief of a resistance group. He toys with the idea of turning her over to the Gestapo, but then he decides to let them go since the war is almost over and he is worried about the future. By the time they reach the frontier and are taken by partisans, they realize they are in love. He can't take her with him as he is flown back, and they are separated as the D-Day invasion is announced over the partisan radio. She decides to remain and do what she can.

X-RAY: Utilizing a combination of English dialogue and English titles, this entry is a suspenseful melodrama dealing with attempts of an American pilot to escape the German Gestapo during World War II aided by a reluctant Frenchwoman. There are a number of familiar story angles, but there is also interest in the tale, albeit the effort is a bit on the long side. The cast is good, with particular attention due the capable Signoret. Direction and production are efficient, with some of the exterior scenes in France quite attractive. The screenplay is by Rene Clement and Roger Vailland, based on a story by Andre Barret. It can go in either the regulation houses as part of the show or in the art spots.

AD LINES: "The French Underground In Action"; "A Man And Woman Are Thrown Together By The Fortunes Of War As The Gestapo Closes In."

NOTICE

The running times of a few lengthy features have been changed by the companies since the time they were first screened for review by MOTION PICTURE EXHIBITOR.

The present running times are as follows: "The Victors" (Columbia) is now 153 minutes; "Cleopatra" (20th-Fox) is now 192 minutes; "It's A Mad, Mad, Mad, Mad World" (United Artists-Cinerama) is now 167 minutes.

The 20th-Fox reissue of "South Pacific" is now 151 minutes.

All records of MOTION PICTURE EXHIBITOR have been changed accordingly.

THE EDITORS

Kissin' Cousins

COMEDY WITH MUSIC
96M.

MGM
(Metrocolor)

ESTIMATE: Cute Elvis Presley entry.

CAST: Elvis Presley, Arthur O'Connell, Glenda Farrell, Jack Albertson, Pam Austin, Cynthia Pepper, Yvonne Craig. Produced by Sam Katzman; directed by Gene Lelson.

STORY: The U. S. Air Force wants to build a missile base atop Big Smoky Mountain in Tennessee as part of the national defense plan, but mountaineer owner Arthur O'Connell is unwilling to discuss it, much less allow any uniformed personnel within hailing distance, as all are suspected "revenooers." They locate an officer who was born in the area, Lt. Elvis Presley, and give him the assignment of putting O'Connell at ease and in the mood for leasing the site to the government. The fact that an aunt years ago married into the O'Connell family makes it easier for him to get to the mountain family, which consists of O'Connell's wife, Glenda Farrell; daughters Pam Austin and Yvonne Craig; and nephew Elvis Presley, a look-alike. The two girls are smitten with him while cousin Presley only wants to fight him. The cousin eventually falls in love with WAC typist Cynthia Pepper. O'Connell is eventually persuaded; the girls and boys are happy with the various pairings off, and the government gets its land after some novel clauses are inserted in the lease.

X-RAY: Presley fans should certainly get their fill here what with two of their heros in this tale of mountain folk versus the government. It's all in fun with lots of "purty" gals as window dressing. The plot won't tax anyone's mental capacities; the tunes are pleasant; and there is lightness and some fun for family folk. The cast is adequate, and direction and production are okay, with the whole bathed in colorful shades and hues. It should do fine as part of the show. The original screenplay is by Gerald Drayson Adams and Gene Nelson.

TIP ON BIDDING: Better program rates.

AD LINES: "A Cute Comedy About Elvis Presley And Mountain Folk"; "Gals And Guys Have Fun In The Most Unexpected Ways And Places."

Seven Faces of Dr. Lao

FANTASY
100M.

MGM
(Metro Color)

ESTIMATE: Unusual, interesting fantasy.

CAST: Tony Randall, Arthur O'Connell, Barbara Eden, John Ericson, Argentina Brunetti, Noah Beery, Royal Dano, John Douchette, Frank Cady, Lee Patrick, John Qualen, Minerva Urecal, Eddie Little Sky, Peggy Rae, Frank Kreig, Dale McKennon, Chubby Johnson, Douglas Fowley. Produced and directed by George Pal.

STORY: Tony Randall (Dr. Lao) rides into the dying western town of Abalone and takes an ad in the newspaper run by John Ericson announcing his circus. He also takes quite an interest in the affairs of the town, which is run by wealthy Arthur O'Connell, who is buying up all the land ostensible as a charitable gesture. In reality, he alone knows that the railroad plans to come through Abalone. The elderly Chinese circus owner also befriends the young son of widowed Barbara Eden and observes the problems she has in a romance with Ericson. The whole town turns out for the circus, and all of Dr. Lao's associates are also played by Randall. He reveals the innermost souls of the townspeople through the magic of Pan, Apolonius, Merlin, a serpent, Medusa, etc. O'Connell's sidekicks try to destroy the circus and accidentally let loose a fish which turns into an immense seven-headed, fire-breathing dragon. Dr. Lao finally subdues the monster via a rain-making machine, turning it back into a harmless fish. All the townsfolk are wiser for their experiences and O'Connell decides to share his secret with the rest of the town. Prosperity is in Abalone's future as Randall rides off to set up his fantastic circus somewhere else.

X-RAY: This is an interesting, unusal fantasy, sparked by good color, excellent special effects, and a seven-faceted performance by star Tony Randall that he carries off remarkably well. There are moments of comedy, suspense, romance, etc., and it should appeal to fans looking for different entertainment. George Pal turns in a good double stint as producer-director. Fantasies do seem to have their problems at the boxoffice, but this is a superior entry of its type and should fit well into the program at general situations. Screenplay is by Charles Beaumont from an original story by Charles Finney.

TIP ON BIDDING: Better program rates.

AD LINES: "Fantasy, Drama, Mystery, Comedy . . . Woven Together And Laced With Suspense And Thrills"; "Visit The Circus Of Dr. Lao . . . If You Dare."

Two Are Guilty

Drama
131M.

MGM
(French-made)
(English titles)

Estimate: Interesting import.

Cast: Anthony Perkins, Jean-Claude Brialy, Renato Salvatori, Pascale Audret, Maria Dea, Anne Tognetti, Michele Mercier, Claude Cerval, Anne Riviere. Directed by Andre Cayatte; produced by Alain Poire.

Story: When the son of a wealthy woman is kidnaped on the Riviera, she begs the police to stay out of the case until the boy is returned. While they agree, they keep the situation under surveillance. When the two kidnappers get the money, they kill the boy, presumably to avoid identification. They also kill a policeman who accidentally gets in their way. A chase has them under observation all the way, and they are apprehended at a lighthouse from which three young men dressed alike emerge. Each claims to be innocent and not to know the other two. The police arrest all three, Anthony Perkins, an American composer and painter, who is in love with the secretary of the wealthy woman; Jean-Claude Brialy, who needs money to keep his real estate business going; and Renato Salvatori, a gigolo ski instructor. The past of each is investigated, and while all have some unsavory incidents, this does nothing to establish guilt or innocence. Public opinion forces the authorities to hold a trial, but since one is innocent, the jury frees all three rather than convict an innocent man. A mob disapproves and tries to lynch them, but the police get them away in a prison van. They are trapped later, and the demonstrators set fire to the van with all three perishing. Who was guilty and who was innocent is something that will never be known.

X-Ray: There is high interest to be found in this mystery-drama, but it would have been even more effective had it been trimmed down to a more economical running time. The performances are good, and the puzzling plot is a well constructed one. Direction and production are efficient, with some good surround shots of the French Riviera thrown in. Charles Speak did the adaptation.

Ad Lines: "Two Were Guilty And One Was Innocent Of Murder—But Who?"; "An Unusual Mystery Thriller On The French Riviera."

20TH-FOX

Shock Treatment

Drama
94M.

20th-Fox
(CinemaScope)

Estimate: Exploitable shocker.

Cast: Stuart Whitman, Carol Lynley, Roddy McDowall, Lauren Bacall, Olive Deering, Ossie Davis, Donald Buka, Pauline Myers, Evadne Baker, Robert Wilke, Bert Freed, Judith De Hart, Judson Laire, Lili Clark, Douglass Dumbrille. Produced by Aaron Rosenberg; directed by Denis Sanders.

Story: Gardener Roddy McDowall kills his wealthy mistress and surrenders to the police. Based on evidence by psychiatrist Lauren Bacall, he is placed in a state mental institution. The dead woman's lawyer, Judson Laire, is convinced that McDowall is faking and that he has hidden a million dollars that the dead woman kept around the house and which was presumed destroyed by fire. He persuades actor Stuart Whitman to try and find out if he is faking by getting himself committed to the hospital, a deal that is kept secret between them. Whitman reads up on gardening as well as on mental illness, and after due preparation, he has himself committed for observation. He meets and is impressed with another patient, Carol Lynley. During a period of testing, Bacall begins to wonder about him, and she orders a full investigation into his past. Whitman gets assigned to work in the garden with McDowall, and after some early friction, they become friendly. Bacall, in showing other doctors the facilities and patients, bemoans the lack of money which would permit proper research. When McDowall pleads to be released when Whitman is so that they can start a rose garden together, Bacall realizes that he must have a lot of money buried, and she tries to find its location, a session overheard by Whitman, who informs Laire. Bacall orders shock treatment for Whitman, finds he is faking, and experiments on him with a special injection. Whitman enlists Lynley's aid and escapes, reaching Laire's home only to find he died suddenly without informing anyone of their agreement. He goes to the estate where McDowall once worked to find him digging up the hidden money at Bacall's urging, only to come up with a pile of ashes. He prevents McDowall from killing Bacall, and in the struggle, McDowall is killed accidentally. Later, Whitman and Lynley leave the hospital as a new patient, Bacall, expounds on a number of theories she has about mental health.

X-Ray: There are moments of shock, suspense, and intrigue to be found in this intrusion on a mental hospital and its inmates, and the use of a proper supplemental exploitation campaign can boost this entry into the effective return category. The acting assignments are well performed, and the direction and production values are good. The "names" are an added asset, but some of the scenes are not for the very young. The screenplay is by Sydney Boehm, based on the novel by Winfred Van Atta.

Tip On Bidding: Higher program rates.

Ad Lines: "Only Those Who Can Stand Shock Should See This Unusual Drama"; "A Shocking Tale Of Suspense And Intrigue."

South Pacific

Musical
151M.

20th-Fox
(CinemaScope) (DeLuxe Color)
(Reissue)

Estimate: Entertaining hit.

Cast: Rossano Brazzi, Mitzi Gaynor, John Kerr, Ray Walston, Juanita Hall, France Nuyen, Russ Brown, Jack Mullaney, Ken Clark, Floyd Simmons, Candace Lee, Warren Hsieh, Tom Laughlin, Galvan De Leon, Ronald Ely. Produced by Buddy Adler; directed by Joshua Logan.

This picturization of the Rodgers and Hammerstein classic is now being reissued after first being issued in this version in 1959. It was first out in Todd-AO in 1958, and for complete review, please refer to page 4451, April 2, 1958.

UNITED ARTISTS

From Russia, With Love

Drama
118M.

United Artists
(English-made)
(Technicolor)
(Saltzman-Broccoli)

Estimate: Second in James Bond series shapes up as big winner.

Cast: Sean Connery, Daniela Bianchi, Pedro Armendariz, Lotte Lenya, Robert Shaw, Bernard Lee, Eunice Gayson, Walter Gotell, Francis de Wolff, George Pastell, Nadja Regin, Lois Maxwell, Aliza Gur, Martine Beswick, Vladek Sheybal, Leila, Hasan Ceylan, Fred Haggerty, Neville Jason, Peter Bayliss, Nushet Atear, Peter Brayham, Desmond Llewelyn, Jan Williams, Peter Madden. Produced by Harry Saltzman and Albert R. Broccoli; directed by Terence Young.

Story: Sean Connery, (James Bond) is assigned to walk into an obvious trap baited by beauteous Soviet Daniela Bianchi in the hope that he can obtain a secret Russian decoder. Actually, a world-wide conspiracy, Spectre, is using both the British and the Russians as pawns in their power grab. Assisted in Instanbul by agent Pedro Armendariz, Connery survives several fantastic adventures and manages to spirit Bianchi away. They find romance as well as intrigue on a long train ride back to safety, but Spectre executioner Robert Shaw is also aboard. He kills Armendariz and is about to kill Connery, when the latter subdues him in a vicious struggle. Spectre sends other agents after Connery and Bianchi, but he outwits them all and gets both his decoder and his girl back to safety. He even disposes of top Spectre agent Lotte Lenya.

X-Ray: All the elements that have made Ian Fleming's James Bond adventures must reading for so much of the world, sophisticates and low-brows alike, have been transferred to the screen with loving care. The result is another in what should be a series of continuing and increasing popularity. Once again, suave and handsome Sean Connery is James Bond to perfection, battling his way out of fabulously intricate traps and into the arms of fabulously beautiful women. The whole thing is grand and colorful fun. It is a rousing tale of spies and counter-spies played for maximum fun, and should appeal to sophisticates, who will enjoy the tongue-in-cheek aspects of the tale, and to action fans, who should revel in our hero's heroics. As a matter of fact, we can't think of a soul who won't enjoy it, so man the ticket windows and let out all the exploitation stops. The sharp screenplay is by Richard Maibaum, and Lionel Bart has written a fine title song. See, it has everything.

Tip on Bidding: Better rates.

Ad Lines: "James Bond Is Back . . . And A Brand New Beauty Has Him . . . His Most Sinister Case . . . Sent From Russia With Love"; "The World's Most Widely Read Spy Novels Explode On The Screen In A New Kind Of Excitement And Suspense . . . And Oh, Those James Bond Beauties."

UNIVERSAL

He Rides Tall

Western
84M.

Universal

Estimate: Formula western with unpleasant touches.

Cast: Tony Young, Dan Duryea, Jo Morrow, Madlyn Rhue, R. G. Armstrong, Joel Fluellen, Carl Reindel, Mickey Simpson, George Murdock, Michael Carr, George Petrie. Produced by Gordon Kay; directed by R. G. Springsteen.

Story: Marshal Tony Young plans to marry Madlyn Rhue and retire from his job, but he is forced to kill the murderer son of R. G. Armstrong, who brought Young up when he was an orphaned boy. He rides out to tell Armstrong what happened, knowing anything can happen, especially with ex-convict Dan Duryea as his foreman. He finds Armstrong being treated by Negro physician Joel Fluellen for an accident that invalided him, and he also finds that Armstrong married young Jo Morrow. She married him for his money and doesn't mind playing around with others, including Duryea. Young rejects her advances when she makes a play for him. When Armstrong gets drunk enough, Duryea and his men attack Young and force Fluellen to cut the nerves in his gun hand. While he is incapacitated, Duryea runs off with Morrow, Armstrong's cattle, and the money from his safe. It turns out that Fluellen didn't really cut the nerves and Young's hand soon is as good as ever. He and Armstrong take off after the runaways. When

Indians stop Duryea and demand that Morrow go with them, Duryea lets them have her. When she resists, they kill her. When Armstrong catches up with them, Duryea starts the cattle stampeding, and the old man is killed. Duryea reaches town, sells the cattle, and has a last fling in the saloon where Young catches up with them and wipes out Duryea and his mob. He throws away his gun and prepares to marry Rhue and take up a life of peace.

X-Ray: This western is a fair entry for the lower half of the program with a sufficiency of interest as well as a familiar story with a few unpleasant twists. The cast, direction, and production are standard. The story is by Charles Irwin, who also wrote the screenplay with Robert Creighton Williams.

Ad Lines: "He Fought For Justice No Matter What The Cost"; "His Fast Gun Made Him A Mark For Outlaws And Killers."

WARNERS

Ensign Pulver

Comedy
104M.

Warners
(Technicolor)
(Panavision)

Estimate: Entertaining service comedy.

Cast: Robert Walker, Burl Ives, Walter Matthau, Tommy Sands, Millie Perkins, Kay Medford, Larry Hagman, Gerald O'Laughlin, Sal Papa, Al Freeman, Jr., James Farentino, James Coco. Produced and directed by Joshua Logan.

Story: During World War II, morale aboard U. S. Navy cargo carrying vessel commanded by Captain Burl Ives is low because of the strict and tough actions of Ives. Things come to a head when Ives refuses to grant Tommy Sands emergency leave so that he can attend the funeral of his baby daughter. Sands and the crew have murder in their hearts. Before Sands can kill Ives, a storm comes up and carries the captain overboard. Robert Walker (Ensign Pulver) goes after him with a raft to try and save him. The others, including ship doctor Walter Matthau, take over and grant Sands leave. The ship relaxes. Walker and Ives float on the raft for a number of days with Walker taking command. Ives in his relerium discloses much of his past life, which accounts for some of his actions. They reach an island which also contains a downed army pilot and a couple of nurses, Kay Medford and Millie Perkins, whom Walker has met before. Ives needs an appendectomy operation, which Walker does with the aid of Matthau's radio instructions. When they return to their ship, Ives becomes his old obnoxious self though he has been promoted. Walker suggests that he transfer himself off the ship before certain details are revealed. Ives realizes he cannot change and removes himself from the ship. The men realize that Walker is the man of the hour and their hero, and a celebration is in order.

X-Ray: Some among the public are going to remember "Mister Roberts" of 1955 as a theatre release, and again recently as a television presentation. These perhaps can be persuaded to come and see this entry touted as a sequel. Others are going to have to judge this as an ordinary entertainment, and they will find that there is quite a bit of fun, drama, and cuteness to hold their attention. The cast is good, and direction and production are commendable. A little extra selling can mean a little extra at the boxoffice. The screenplay is by J. Logan and Peter S. Feibleman, based on a play by Thomas Heggen and J. Logan, from a novel by T. Heggen.

Tip On Bidding: Higher bracket in many cases.

Ad Lines: "The Sequel To 'Mister Roberts' That's Even Funnier"; "The Wackiest Tale Of The Wackiest Ship In The Navy."

FOREIGN

A Touch Of Hell

Drama
87M.

Governor Films
(British-made)

Estimate: Fair import.

Cast: Anthony Quayle, Sarah Churchill, Andrew Ray, Irene Browne, Cliff Richard. Produced by Mickey Delamar; directed by Terence Young.

Story: Anthony Quayle, ex-Army chaplain, is the new vicar in a small British town, which has its quota of juvenile delinquents. He tries to set up a program that he hopes will interest the youth of the town. He receives the support of Sarah Churchill, maiden daughter of the former vicar, who also is attracted to him. He is resisted by gang leader Andrew Ray despite Quayle's efforts to help his brother, Cliff Richard, with the authorities because he sees some good in the lad. Churchill tries to make a favorable impression on Quayle's worldly mother, Irene Browne. The latter goes away for a week and tries to warn Quayle of Churchill's feelings, but he brushes her off. A girl acquaintance confesses to Quayle that she is pregnant by Ray, and he offers to talk to her parents. Churchill arrives and makes an embarrassing play for him, which he rejects. The girl on the way home is struck by a truck and killed. Quayle tells Ray that he knows about his acts with the girl and that he intends to talk to his father, whereupon Ray, as a diversion, and seeing Churchill returning, makes a false accusation against Quayle, stating that he tried to attack him. Despite Quayle's denials, the story spreads, and he is the target for nasty notes and thrown rocks, with no one showing up for services. He decides to resign, not being able to convince anyone of his innocence. Browne returns, persuades Churchill to help undo the harm by trapping Ray before others, and Quayle is cleared. The ashamed townsfolk try to get him to rescind his resignation and remain. He thinks about it as he and Churchill get off to another start.

X-Ray: There are some pretty tense moments here as a respected pillar of the community stands accused of abnormal behavior, and interest is well-enough maintained in this slightly over-long import. The cast is good, and direction and production are efficient. The entry can play the art spots or some of the regulation houses, where the nature of the story can be exploited. The screenplay is by Guy Elmes, based on the play, "Serious Charge," by Philip King. It is not for the very young, and there is word-of-mouth potential in the subject and its execution.

Ad Lines: "The Stories About Him Were Told Only In Whispers"; "A Whole Town Wanted To Know If The Stories About Him Were True And Many People Were In For A Shocking Surprise."

IT'S THIS EASY: fill in data below . . . attach cash, check or money order in the desired amount . . . and send this stub to—
MOTION PICTURE EXHIBITOR, 317 N. Broad Street, Philadelphia 7, Pa.

Please check √
ONE YEAR 50 Issues $2.00
TWO YEARS 100 Issues $3.50
THREE YEARS 150 Issues $5.00
Foreign—$5.00 per yr.

Theatre or Firm ____________
Mailing Address ____________
____
City ____________ State ____________
If copies are to be addressed to an individual, please state:
Individual's Name ____________ Title ____________

Opinion Maker of the Motion Picture Industry!

U.S. MAIL

There is no other service as complete, as accurate, or as accessible as the
SERVISECTION
at which you are looking
•
TO HAVE IT SERVE YOU REGULARLY, BECOME A REGULAR SUBSCRIBER TO
MOTION PICTURE EXHIBITOR

ALPHABETCAL GUIDE TO 183 Features Reviewed

This index covers features reviewed thus far during the 1963-64 season in addition to features of the 1962-63 season, reviewed after the issue of Aug. 21, 1963.—Ed.

A

Act One—110m.—WB 5119
All Of Me—73m.—Misc. 5122
All The Way Home—103m.—Para. 5095
Alone Against Rome—100m.—For. 5135
America America—174m.—WB 5121
And Suddenly It's Murder—90m.—For. 5135
Any Number Can Win—111m.—MGM 5102
Aatom Age Vampire—87m.—For. 5123

B

Bandits On The Wind—113m.—For. 5135
Battle Of The Worlds—84m.—Misc. 5119
Beauty And The Body—70m.—Misc. 5134
Best of Cinerama, The—142m.—Misc. 5122
Billy Liar—96m.—For. 5123
Beauty And The Beast—77m.UA 5095
Bell, Bare and Beautiful—64m.—Misc. 5106
Brass Bottle, The—89m.—U. 5133
Break, The—80m.—For. 5135
Bunny Yeager's Nude Las Vegas—64m.—Misc. ..5134

C

Captain Newman, M.D.—126m.—U 5103
Cardinal, The—175m.—Col. 5101
Castillian, The—103m.—WB 5099
Ceremony, The—105m.—UA 5118
Charade—114m.U. 5095
Chushingura—105m.—For. 5106
Children Of The Damned—90m.—MGM 5126
Clown And The Kid, The—66m.—UA. 5091
Comedy Of Terrors, The—86m.—A-I 5117
Condemned Of Altona, The—114m.—Fox 5090
Conjugal Bed, The—87m.—Emb. 5094
Court Martial—82m.—UA 5098
Crawling Hand, The—89m.—Misc. 5134
Creation Of The Humanoids, The—75m.—Misc. ..5099
Cry Double Cross—65m.—For. 5123
Cry Of Battle—99m.—UA 5097

D

Dark Purpose—97m.—U 5130
Daughter Of The Sun God—75m.—Misc. 5103
Day And The Hour, The—115m.—MGM 5141
Dead Ringer—115m.—WB 5131
Dementia 13—81m.—A-I. 5133
Die Fliedermaus—107m.—For. 5138
Doll, The—100m.—For. 5138
Dream Maker, The—87m.—U 5131
Dr. Crippen—98m.—WB. 5133
Dr. Strangelove: Or How I Learned To Stop Worrying And Love The Bomb—93m. Col. ...5129

E

Easy Life, The—105m.—Emb. 5121
Ensign Pulver—104m.—WB 5143
Erik The Conqueror—81m.—A-I 5113

F

Family Diary—114m.—MGM 5113
Fantasia—117m.—BV—RE. 5097
Farewell To Arms, A—Re.—123m.—Fox 5090
Fiances, The—84m.—For. 5138
Fire Within, The—110m.—For. 5138
4 For Texas—124m.—WB 5122
French Game, The—86m.—For. 5103
From Russia With Love—118m.—UA 5142
Fun In Acapulco—100m.—Par. 5109
Fury At Smugglers Bay—92m.—Emb. 5117

G

Giant Of Metropolis, The—92m.—For. 5123
Glass Cage, The—84m.—Misc. 5134
Global Affair, A—84m.—MGM 5129
Gone Are the Days—97m.—Misc. 5106
Guest, The—105m.—For. 5138
Gun Hawk, The—92m.—AA 5097
Gunfight At Comanche Creek—90m.—AA 5113

H

Haunted Palace, The—85m.—A.I 5089
Heavenly Bodies—60m.—Misc. 5092
He Rides Tall—84m.—U 5142
Hide And Seek—90m.—U. 5133
High And Low—142m.—For. 5139
Hootenanny Hoot—91m.—MGM 5089
Hot Money Girl—81m.—For. 5103
Householder, The—100m.—For. 5103

I

Incredible Mr. Limpet, The—99m.—WB 5131
Incredible Journey—80m.—BV 5101
In The French Style—105m.—Col. 5093
Invincible Gladiator, The—96m.—For. 5123
Invitation To Murder—65m.—For. 5127
It's A Mad, Mad, Mad, Mad World—167m. —UA—Cinerama 5109

J

Johnny Cool—101m.—UA 5091
Julie, The Redhead—100m.—For. 5106

K

Kings Of The Sun—108m.—UA 5118
Knife In The Water—95m.—For. 5127
Kissin' Cousins—96m.—MGM 5141

L

Ladies Who Do—85m.—For. 5123
Ladybug, Ladybug—84m.—UA 5119
La Paupee—90m.—For 5096
Lord Of The Files—90m.—For 5092
Love On A Pillow—102m.—Col. 5125
Love With The Proper Stranger—100m.—Par. ...5118

M

Madmen Of Mandoras—74m.—Misc. 5126
Mail Order Bride—85m.—MGM 5126
Man From Galveston, The—57m.—WB 5126
Man In The Middle—94m.—Fox 5121
Man's Favorite Sport?—120m.—U 5126
Maniac—86m.—Col. 5101
Mary, Mary—126m.—WB 5091
Mc Lintock—127m.—UA 5112
Misadventures Of Merlin Jones, The—88m.—BV 5125
Moderato Contabile—95m.—Far 5127
My Life To Live—85m.—For 5100
Mill Of The Stone Women—94.—For. 5104
Monstrosity—67m.—Misc. 5099
Move Over Darling—103m.—Fox 5115
Muriel—115m.—For. 5106
My Son, The Hero—111m.—UA 5095
My Son The Vampire—72m.—For. 5120

N

Naked Autumn—98m.—For. 5115
New Kind Of Love, A—110m. Par. 5090

O

Of Love And Desire—97m.—Fox 5090
Old Dark House, The—86m.—Col. 5102
One Man's Way—105m.—UA 5130
1000 Shapes Of A Female—79m.—Misc. 5122

P

Pair of Briefs, A—90m.—For. 5106
Palm Springs Weekend—100m.—WB 5105
Paris Pick-up—90m.—Par. 5114
Pink Panther, The—113m.—UA 5130
Pirate And The Slave Girl—86m.—For. 5115
Playgirls International—70m.—Misc. 5115
Please, Not Now!—76m.—For. 5115
Point Of Order—97m.—Misc. 5131
Prize, The—135m.—MGM 5114
Promises! Promises!—75m.—Misc. 5096
Pyro—99m.—A-I 5113
Psychomania—90m.—Misc. 5134

R

Raiders, The—75m.—U. 5119
Reach For Glory—89m.—Col. 5093
Resurrection—148m.—For. 5107
Running Man, The—103m.—Col. 5094

S

Seven Days In May—120m.—Par. 5129
Seven Faces Of Dr. Lao—100m.—MGM 5141
Seventh Juror, The—90m.—For. 5139
Shock Treatment—94m.—Fox 5142
Siege Of The Saxons—85m.—Col. 5089
Silence, The—95m.—For. 5139
Skydivers, The—75m.—Misc. 5127
Slime People, The—60m.—Misc. 5134
Small World Of Sammy Lee, The—105m.—For ..5092
Soldier In The Rain—88m.—AA 5109
Son Of Captain Blood—88m.—Par. 5114
Sound Of Laughter, The—75m.—Misc. 5122
Sound of Trumpets, The—90m.—For. 5107
South Pacific—151m.—Fox—RE 5142
Square Of Violence—96m.—MGM 5098
Steppe, The—100m.—For. 5107
Stark Fear—86m.—Misc. 5134
Stolen Hours—100m.—UA 5098
Sultor, The—83m.—For. 5107
Summer Holiday—100m.—A-I 5105
Sunday In New York—105m.—MGM 5117
Sunswept—65m.—For. 5120
Strait-Jacket—89m.—Col. 5121
Swingin' Maiden, The—81m.—Col. 5125
Sword In The Stone, The—75m.—BV 5097

T

Take Her, She's Mine—98m.—Fox 5102
Terrified—70m.—Misc. 5119
Terror, The—81m.—A-I 5093
Three Lives Of Thomasina, The—97m.—BV 5117
Third Of A Man—80m.UA 5091
3 Stooges Go Around The World In A Daze, The—94m.—Col. 5089
Therese—107m.—For. 5127
Thunder Island—65m.—Fox 5098
Tiara Tahiti—100m.—For. 5116
To Bed—Or Not To Bed—103m.—For. 5127
Tom Jones—113m.—UA 5100
Touch Of Hell, A—87m.—For. 5143
20,000 Leagues Under The Sea—127m.—BV—RE .5098
Twice Told Tales—119m.—UA 5099
Twilight Of Honor—104m.—MGM 5094
Two Are Guilty—131m.—MGM 5142
Two Nights With Cleopatra—80m.—For. 5107

U

Under The Yum Yum Tree—110m.—Col. 5098

V

Victors, The—153m.—Col. 5105

W

Wacky Playboy, The—63m.—Misc. 5135
War Is Hell—81m.—AA 5125
War Of The Buttons, The—92m.—For. 5124
Walleyed Nippon—90m.—For. 5104
Wheeler Dealers, The—106m.—MGM 5094
Who's Been Sleeping In My Bed?—103m.—Par. .5114
Who's Minding The Store?—90m.—Par. 5114
Witch's Guest—79m.—For. 5139

X

X—The Man With The X-Ray Eyes—80m.—A-I ..5093

Y

Yank In Viet-Nam, A—80m.—AA 5129
Young And Willing—110m.—U 5131

MOTION PICTURE
EXHIBITOR
THE SHOWMEN'S TRADE REVIEW

EXPLOITATION

***ACTUAL PROMOTIONS** from the fertile minds of exhibition and distribution that can be applied with profit to the theatre situations.*

This special section is published every-second-week as a separately bound, saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each saveable section represents current submissions by theatremen and promotion plans from distributors that have originality and ticket selling force. Exhibitors are invited to submit campaigns on specific pictures or institutional ideas. Add EXPLOITATION to your permanent theatre library. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna.—19107.

MARCH 4, 1964 SECTION THREE
Vol. 71, No. 8

"One Man's Way" Ads-TV-Radio Aimed At Religious Groups

A unique "heart-hitting" campaign especially created for Frank Ross' "One Man's Way" has as its target eight million families through February, March and April.

During that three-month period, Frank Ross Productions and United Artists, distributors of the film, will place a series of special one-column ads in the following top national religious magazines: Presbyterian Life, Together, The Lutheran and The Christian Herald.

The combined readership of these four publications is eight million families, each averaging four members. The "One Man's Way" ad scheduled in these four religious-orientated publications, whose readerships are considered the biggest want-to-see audience in America, has been timed for the initial openings of the film across the country.

A comprehensive radio and television campaign designed for local level application by the individual exhibitor has been prepared on the film. All material is available gratis from the UA ad-publicity-exploitation department.

A special 16mm short has been made for showings at service clubs, church and school groups, and for programming on local TV. This short is narrated by Dr. Peale with a musical background. and takes the viewer behind the scenes of the picture as Dr. Peale comments on his reaction to seeing his life recreated as a motion picture.

There is also a 12" long-playing record containing open end interviews with both Dr. Peale and star Don Murray, who portrays the minister.

A series of TV spots ranging in time spans of from one minute down to ten seconds is available on 16mm film ready-to-run with

(*Continued on page* EX-572)

Wometco-Food Fair Club Launches New Kind Of Movie Merchandising

MIAMI, FLA.—A new merchandising tieup was presented to 55 men and women, representing all phases of Wometco Enterprises, Inc., theatre operation. Harvey Fleischman, vice-president and district manager, in conjunction with Hal Katt, director of merchandising and promotion for the southern division of Food Fair Stores, announced the birth of the Wometco-Food Fair Movie Club.

Heretofore, coupon books containing $3.00 worth of admission coupons, have been sold for $2.50 each by charitable and civic organizations in the area, with the organization retaining 50 cents per book for its efforts. With the metamorphosis of Thrif-Tik-Its into the the Wometco-Food Fair Movie Club, books will be sold now at the check-cashing desk of very Food Fair Store in the area. The check-cashing desk will be decorated to resemble a theatre box office and cards displayed calling attention to current attractions in Wometco's top houses. In addition to being able to purchase $3.00 worth of theatre admissions at any convenient Food Fair location for only $2.50, the propective patron will also receive 25 Merchants' Green trading stamps, with "bonus" stamps given on occasion.

The organizations will still benefit, however. Members will be instructed that after using a book of coupons, they may turn in to their club representative the front cover of the empty book, which will then be redeemed by Food Fair for 25 cents each. Although the organization will receive less cash per book, they will benefit by greater gross sales. They will not be faced with problems of maintain-

(*Continued on page* EX-572)

Hope Opens Bank Accounts For "Global Affair" Babies

The first child born in Austin, Texas, on February 12, and the first child born in Tulsa, Okla., on February 20, received a Savings Account in the amount of $25.00 from Bob Hope. The reason: The Metro-Goldwyn-Mayer-Seven Arts Production "A Global Affair" opened at the Cinema Theatre, Austin, February 12, and the Majestic Theatre, Tulsa, February 20.

The accounts were opened in the First National Bank of Austin and the First National Bank of Tulsa. The Austin American Statesman in Austin, and the Tulsa World in Tulsa, participated in the promotion.

Ajax Combs Tie-In

Ajax Comb Company, one of the world's largest manufacturers and distributors of combs, is participating in a major merchandising tie-in with "Seven Days in May," Paramount release starring Burt Lancaster, Kirk Douglas, Fredric March and Ava Gardner.

Ajax is featuring "Seven Days in May" in full-page ads that will appear in Variety Store Merchandiser and Chain Store Age. They have also prepared counter cards which will be made available to thousands of Ajax outlets throughout the nation. All materials will show Colette Jackson, a featured player in "Seven Days in May.'

United Artists recently sent either a James Bond girl or Bond's representative designated Agent 003 around to local press editors or critics with the "From Russia With Love" kit in the form of an attache case handcuffed to his or her arm. Supposedly the key to the handcuffs had been sent in advance. However, in all cases, the key did NOT fit and so the press guy was forced to separate the kit from the caller as best he might. Shown above from left to right are Addie Addison, UA field man in Houston, being filed loose by Paul Hochuli, Houston Press; a policeman was called in to aid fieldman Ed Laurie in Pittsburgh; Paul Speegle, drama editor, San Francisco News Call Bulletin, preparing to unlock Jeanie Moore; and Joe Mansfield, UA field representative, with Alta Maloney, Boston Traveler.

Paramount-Bantam Books Have Big "Seven Days In May" Promotion

Paramount Pictures and Bantam Books have formulated an easy-to-conduct and easy-to-win "write-in" contest featuring 30 sensational prizes that are sure to cause much excitment because the first two prizes are Saab automobiles. It's rare that a motion picture promotion can boast of prizes such as these but the list continues on with Honda "50" Sport Cycles, a Lambert Home Riding Tractor with mower attachment and 25 MacShore Classics ladies' wardrobe each consisting of six blouses.

This prize structure is specially designed to garner the attention of men, women and teen-agers in all walks of life and will prove to be a key tool for maximum exposure to all audiences.

Exhibitors can get this maximum exposure by getting in touch with all interested parties—The Bantam Book distributor, The Saab zone manager, The Lambert distributor and The Honda and MacShore Classics outlets.

First and foremost is the special contest trailer that is available from the Paramount Pictures Exploitation Dept. at no cost to you. It is very short, punchy, to the point and really loaded with sell for the film. It is sure to stimulate interest and cause a great deal of word-of-mouth excitment.

Use of this short but effective tool is the key to gaining the complete cooperation of all participants and will provide the incentive for them to do a complete posting of the 30x40 and 11x14 promotional material and distribution of thousands of entry blanks in all of their outlets.

With their resources at work, "Seven Days In May" will hit the public square in the eye and deliver *an unparalled sell* for the film. The order blank is in the pressbook. Get that trailer on the screen as soon as possible and watch the campaign build right to the box-office.

ORLD PREMIERE
ONY RANDALL
BURL IVES
ARBARA EDEN
BRASS BOTTLE
ABULOUS FUN

Crowds gathered at noontime in front of Loew's State, Houston, Texas, on the recent day of the world premiere of U's "The Brass Bottle" to witness the demonstration of the flight of the magic carpet while the Harem Princess contestants gathered around the carpet.

An eye-catching 30x40 poster in two colors has been prepared that devotes the major portion of it to "Seven Days In May" in addition to highlighting the attractive list of prizes being awarded.

These are also available from the Paramount Pictures Exploitation Department at no cost to you. Talk over campaign possibilities with your cooperating distributors to determine your needs and order immediately so that they can sell your film starting at the earliest possible moment.

Bantam Books is making available a hard-sell 11x14 poster for use in thousands of their outlets and there's ample room on it for a local imprint.

National Screen Service has an impressive entry-blank mat (#4EA) waiting which has the great sell of an attractive herald and the added advantage of having a build-in "don't-throw-away" quality that's sure to be passed from hand to hand. The more used, the more impressions you're sure to make on the potential audience and therein is the open secret for this venture being a total success.

Arrange a meeting with all participants concerned with the success of this venture in order to pool ideas, discuss plans, order the materials needed and coordinate activities so that maximum results will be achieved with a minimum of overlapping effort.

Order your contest trailer and present it at your earliest opportunity. Dont forget cross-plugging in other theatres.

Order the estimated amount of 30x40s and have them placed in theatres, Saab agencies, Honda agencies, Lambert and MacShore Classics outlets, department store paperback sections, paperback book stores and all other possible points of local exposure.

See to it that the 11x14 is distributed to all book sales outlets and other Bantam Book points of entree. Also use them as counter cards and backers for entry-blank holders.

Order mat 4EA, print as many thousands as your local situation dictates and arrange for distribution in all of the above outlets in addition to street bally-hoo distribution. (By punching a hole thru the top of the blank you can string several hundred together and hang in all outlets for easy "tear-off" distribution).

Make full use of the Saab automobile as a vehicle for promotion. Your local Saab dealer should be more than eager to provide one or two autos for this purpose.

Attach the 30x40 posters to the auto or order tailor-made signs for it and have a pretty girl or pseudo-uniformed officer drive it throughout your city, park in downtown business areas to distribute entry-blanks, station in front of theatre, keep it parked at a busy downtown parking lot that gets theatre business, etc. In effect, the more the Saab is seen, the more entry-blanks are going to be distributed and that is going to contribute to the overall exposure sought.

You can carry this one step further for greater impact by selecting certain locations for parking and distribution at certain times of the day and evening and creating a "flying squad" the few days before opening by having two "uniformed" men on Honda sport cycles escort the Saab (driven by a model) to the destinations. In this way, you will cre-

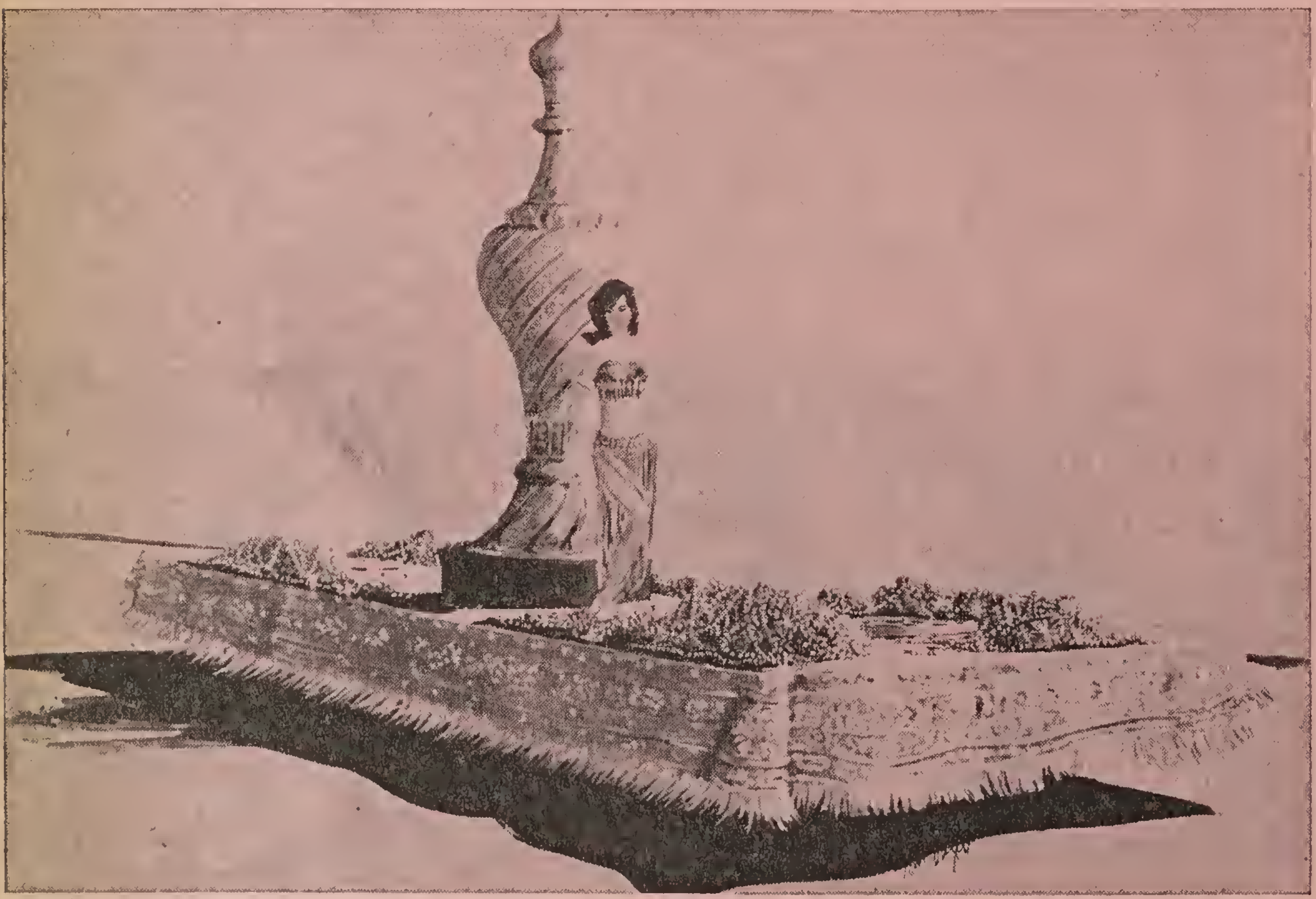
(*Continued on page* EX-572)

U's Magic Carpet Plugs "Bottle"

Universal's magic carpet, constructed at a cost of more than $40,000 was transported on a special trailer truck driven by a "pilot" to the recent Houston, Texas, world premiere and territorial launching of "The Brass Bottle."

Final trials of the magic carpet were held at the Moline Airport, near Neponsit, Illinois, where it was assembled by the Bertelson Manufacturing Company on its Bertelson Aeromobile 250 after the float over the Aeromobile was built in Hollywood by Universal. The magic carpet hovers six to 10 inches above the ground, has a maximum speed of 40 m.p.h., is some 20 feet long, weighs 1,200 pounds and is seven feet, 10 inches wide and five feet high.

The preliminary tour arranged for the "Brass Bottle" magic carpet covers the Texas and Atlanta territorial openings of the picture. It will be used in connection with the Universal troupe as part of U's all-out promotional campaign in support of the openings. It will be used in shopping centers, in front of theatres and in civic events in the cities where it appears.



Artist's conception of how the air-jet-propelled 'Magic Carpet' vehicle (technically known as a GEM—Ground Effect Machine) looked as it seemingly floated down the streets of the towns visited by the special Universal "Brass Bottle" exploitation troupe consisting of a genie, three harem dancing girls, a magician, a major domo, and others to plug the Universal release.

Stewart And Everett's Big Showman's Contests

CHARLOTTE, N. C. — The Stewart and Everett Circuit, which operates theatres in the Carolinas and Virginia, recently finished a 12-week managers' contest which obtained outstanding results.

The contest began with an eight-week "Showman's Holiday Contest" beginning November 10, 1963, and ending on January 4, 1964. This contest was immediately followed by a four-week "Showman's Bonus Drive," which began on January 5 and ended on February 1. The successfully completed two-based managers' contest resulted in obtaining 100.7 per cent of assigned quotas, and achieved a gross total which was 25 per cent more than the gross for the corresponding period of the prior year. During the contest, a record-breaking one week gross was established which exceeded any one week period in recent years. The overall success of the contest is credited to superior showmanship, substantial quality product, and outstanding contest prizes for the winners.

Floyd Naylor, general manager of the company's four theatres in Jacksonville, N. C., won first place and the grand prize in "The Showman's Bonus Drive," and received a 1964 Ford Falcon automobile.

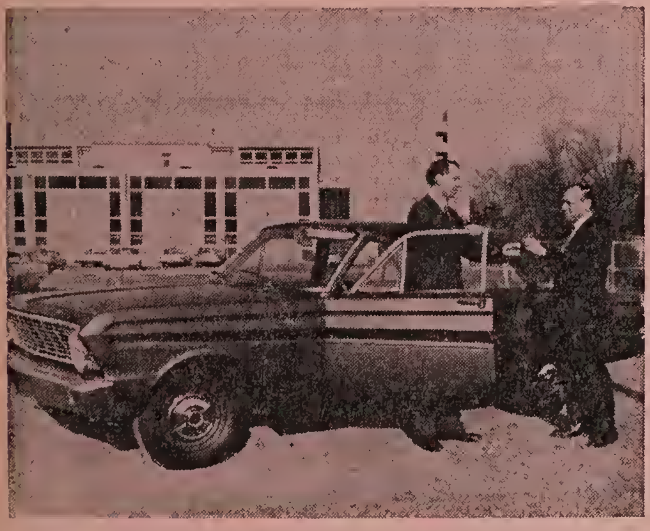
John Tucker, manager of the Center Theatre, Salisbury, North Carolina, placed second in the "Bonus Drive" and was awarded a handsome Waltham 17 Jewel wrist watch.

O. J. Morrow, city manager for the company's two theatres in Morehead City, North Carolina, won first place in the "Showman's Holiday Contest" and was awarded $500.00 in savings bonds.

Other winners in the "Showman's Holiday Contest" and the prizes they won were Sherrill Strickland, manager of the Colony Theatre, Wilmington, North Carolina, $200.00 in savings bonds; Gray Jones, manager of the Cinema Theatre, Aiken, South Carolina, $200.00 in savings bonds; and Floyd Naylor, general manager of the four theatres in Jacksonville, North Carolina, $100.00 in savings bonds.

A $25.00 savings bond each was awarded to James Godwin, Tryon Theatre, New Bern, North Carolina, and to Bobby Brand, Cinema and Stevenson Theatres, Rock Hill, South Carolina. The two $25.00 savings bonds were awarded for achieving more than 110 per cent of quota for the entire twelve-week period.

The excellent showmanship activities by all of the managers during the contest produced outstanding results.



Floyd Naylor, general manager, Stewart and Everett Theatres' four Jacksonville, N. C., houses, who won first place and the grand prize in the company's recent "Showman's Bonus Drive" is seen accepting the 1964 Ford Falcon automobile from E. M. Marks, director of advertising.

SOUTHEND-ON-SEA
KURSAAL FLYER
McLINTOCK IS MAGNIFICENT
KURSAAL FLYER
CHJ 909

John Wayne recently took his guns to London Town in the interest of United Artists' "McLintock" and, on the left, he spreads the giant sized quilt presented to him by the McLintock Company of Britain during ceremonies at Robinson and Cleaver. On the right, models deliver a print of the film to the Leicester Square Theatre, London, to manager Jack Palmer, after a cross-country trip on the 19th Century locomotive which trundled its way over 40 miles at an average of 15 miles an hour, and was seen by thousands along the route.

British Activities

by Jock MacGregor

Probably the greatest press coverage and interest ever created in Sheffield is the Odeon James Garb's claim for his campaign on "Lawrence of Arabia." Judging by the comments of Sheffield Gaumont's Harry Murray (also a Rank manager) on the stop press of one paper, included with the campaign's documentary evidence, this could possibly be so! First he queried through the Sheffield Telegraph columns if any enthusiast still had a vintage Brough Super motor cycle such as Lawrence rode. One was forthcoming and used for display. Columbia provided for a man who had served with Lawrence to attend the press show and appear on a demonstration of closed circuit tv at an exhibition. Two local people who had known Lawrence were also located and made excellent copy. An illustrated serialization was published in the Sheffield Star for six days and was supported by newsbills and editorial plugs. The military staged premiere was well attended by local celebrities and received first class press attention, including a slip edition of the Sheffield Telegraph on the following morning. Jokingly he told the Telegraph editor at the press show that he was looking for 10 tons of sand to convert the parking lot into a desert and would sleep there in a tent with his assistant. The story was published and no less than 15 truck loads were offered. He had to keep face and the editor came staggering over the sand in a downpour at two a.m. to deliver the first edition of the paper carrying the camping out story. An article on film epics, a spot the difference contest, exceptionally large stills in several papers, excellent and extensive reviews, rounded off the press side of the campaign.

Since the civic performance of "The Great Escape" had to be postponed to the second week of the run at the Odeon, Rochdale, G. May felt it was wrong to let the opening night go unnoticed and persuaded some friends to wear German uniforms and guard borrowed war relics in the foyer. . . . For "From Russia With Love," J. D. Clark, of the Odeon, Leeds, promoted 50 Pan paperback book window displays for which a prize was offered, a special screening and reception for such stockists, a safe in the foyer with the invitation to patrons to see if any of their keys would open it for a valuable prize (needless to add none succeeded) and an 007 agent who distributed code messages. These when held to heat revealed the title of the film and theatre credits. The press show invitation read "See You Monday—James Bond" and were attached to miniature bottles of Vodka. The attendance was the biggest ever revealing the drawing power of 007. The picture was retained for four weeks.

Presley Country Music Plugs

For the first time in its history, MGM will aim a specialized promotional campaign at the potent country and western market for the February-March release of "Kissin' Cousins" starring Elvis Presley.

Keys to the program are series of radio spots by two of the country's top country and western music disk jockeys, Biff Collie and Deacon Moore, the Squeakin' Deacon, both of KFOX, Long Beach, an around-the-clock c.&w. station, plus a special promo campaign in coperation with RCA Victor which involves personal contact of the 1,500 c.&w. disk jockeys spinning records for 1,400 U.S. and Canada radio stations which carry country-western programs on a full or part-time basis.

The Squeakin' Deacon also is being used to narrate the "Kissin' Cousins' theatre trailer for all markets, with both the Squeakin' Deacon and Collie used on TV spots.

Although Presley is a top artist in the popular rock and roll field, he also is a best-seller in the "rock-a-billy' field and actually was launched on his meteoric career in the country and western market.

Elvis' songs from "Kissin' Cousins' will be issued by RCA Victor as a title song single, now going into release, and as a "Kissin' Cousins" album scheduled for mid-March.

A comedy with a mountain setting, "Kissin' Cousins" is expected to have boxoffice appeal for fans of "hill-billy" shows as well as the vast regular Presley audience.

WOMETCO

(*Continued from page* EX-569)

ing an inventory of books, making collections, bookkeeping, and possibility of paying for lost books and thus decreasing their ultimate revenue.

Members may also turn in the back cover of the book which may be exchanged for Merchants' Green trading stamps, with which the organization may "buy" needed equipment, from a typewriter to a school bus.

Food Fair is kicking off the plan with banners, signs, and streamers in their stores, as well as with announcements in their newspaper ads and over channel 4, WTVJ. Food Fair's own unique store radio system will promote the book sales not only during the first days and weeks, but throughout the year.

Katt emphasized that this promotion will produce customer traffic both in theatres and in the supermarkets. "We cannot exist unless we have people flowing into our theatres and our stores," he pointed out. "This is a wedding of two very fine organizations in this trading area. No other retailer of any nature will carry the coupon books. Together we can make this one of the biggest programs of this nature ever to hit this market, generating new customers for Food Fair and new patrons for theatres."

Fleischman related how the plan was conceived following a remark by Edward Solomon, well-known publicist, to the effect that the organizations were not really selling Thrif-Tik-Its—they were simply taking orders. "You get me into a Food Fair Store and I can guarantee to sell 100 books a day," was Solomon's boast. Accepting the challenge, Jack Mitchell, Wometco director of sales and promotion, and Solomon went to Food Fair Stores, where Hal Katt enthusiastically accepted the idea.

Fleischman urged the breakfasteers, representing 30 theatres in three south Florida counties, to "get up on your feet and find the money you have been sitting on." Whereupon, chairs were turned upside down and managers found taped underneath dollar bills, with a few lucky men and women finding $5.00 bills.

"We are all sitting on money," Fleischman stated. "All the product in the world won't do any of us any good at all unless some thought and action goes into the selling. We must translate ideas into action. You can't accept turndowns and be in this type of business."

Fleischman unfolded the story of a recent very successful promotion on "Sunday In New York," which began with an idea conceived by Jack Mitchell, of finding someone who had never flown and who had never been to New York, to be flown to New York for one Sunday of activity. Although Mitchell was turned down by local news media and a national magazine, he doggedly continued and finally achieved cooperation from National Airlines and radio station WQAM, which ran a contest to find the person who would spend a "Sunday In New York." The winner was a 63-year-old grandmother who not only had never flown, nor been to New York, but had never been out of the state of Florida. National Airlines, in return for the purchase of a round-trip ticket, plugged the film with cards on all its southbound flights, suggesting passengers see "Sunday In New York" while in Miami. The airline provided a photographer to accompany Mrs. Mercedes Ash, the winner, on her dream trip, which began when she boarded the plane and was photographed with fellow-passenger Milton Berle. At Idlewild, she was met by an executive of NAL and a Life reporter.

Martin Field, manager, Dupont, Washington, D. C., picks up the now famous hot-line telephone, one of the many unique promotional devices which helped make Columbia's "Dr. Strangelove Or: How I Learned To Stop Worrying and Love The Bomb" the talk of the town. Listeners heard a transcribed message to pique their curiosity in advance of the film's showing.

The airline executive and the photographer and reporter took Mrs. Ash from the Battery to the Bronx, from the subway to the top of the Empire State Building, to lunch at an atmospheric Greenwich Village restaurant, to dinner at Sardi's East, hosted a party in her honor in Rockefeller Center, took her to the World's Fair site where the World's Fair publicity committee provided AP coverage.

After her return, she was interviewed by Marie Anderson, Miami Herald woman's page editor.

"The point is," said Fleischman, "that Jack didn't accept the turndowns. He had a good idea and went ahead with it. Every time a door closed, he tried a new one. The more doors you open, the more your chances are of success in selling."

Ed Stern, Wometco film buyer, spoke of the excitement and talk he heard on a recent trip to the coast about such films as "Muscle Beach Party," "Chalk Garden," "Bedtime Story," "Flipper's New Adventure," and many more. Stern advised, "There is some excellent product coming from Hollywood and this is good not only for our theatres but for the industry as a whole, in that what helps one group of theatres helps them all."

Ivan Tors was a surprise guest at the breakfast and explained that he went from television into motion pictures because he wanted to produce films that his own three sons could enjoy. The result was "Flipper," which achieved phenomenal success. He was then asked by MGM to prepare a sequel, which will have its world premiere Memorial Day in Wometco's top houses.

Richard Wolfson, administrative assistant to president Mitchell Wolfson, concluded the meeting by commenting on a recent television program which referred to the Golden Age of Movies as being the early '30's. Wolfson contradicted this viewpoint by saying that today's opportunities are much greater and those days were the bronze age by comparison. "In 1931-32 there were 120 million people in the United States," Wolfson stated. "Today there are 200 million. In Dade County there were 50,000 population in the '30's. Today we have a million residents."

"Dr. Strangelove" At Colleges

The special appeal that Stanley Kubrick's "Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb" holds for the younger generation has prompted Columbia Pictures to prepare a special publicity mailing to over 800 college editors at leading institutions throughout the country.

The mailing consists of several photo layouts one of which is devoted to Sellers' increasing popularity on-campus because of his multiple roles (he plays three in "Dr. Strangelove") with consequent widespread display of his photos in student gathering places. Another layout is devoted to Miss Tracy Reed, one of Sellers' co-stars in the hot-line suspense comedy, who nicely fills the bill of campus pin-up queen.

Additionally, there is an illustrated feature story on Stanley Kubrick touching on his versatility and how and why he came to make "Dr. Strangelove."

In thus hitting hard at college audiences, Columbia followed through with special screenings for college and high school editors who also interviewed Kubrick.

"Empire" Educational Kit

A comprehensive educational kit has been developed by Encyclopaedia Britannica Films in conjunction with Paramount Pictures for Samuel Bronston's "The Fall of the Roman Empire." Twenty-five thousand of these kits have already been serviced to school officials and teachers in playdate areas.

The kit sets a precedent, since it represents the first time that Encyclopaedia Britannica has ever entered into a relationship with a motion picture company. In addition to authenticating the materials, it has ascertained that the materials are useful, and that they fit into the curricula of schools. The entire kit is said to be one of the most complete educational tools ever offered to schools by a business organization.

PARAMOUNT

(*Continued from page* EX-570)

ate attention and excitement at high schools (at beginning and end of school day), downtown corners at lunchtime, sporting and other events at local arenas, stadia and other opportune locations.

Using a one-column mat (#103) print a large quantity of bookmarks for distribution in Bantam Book outlets. This will not only provide the good-will necessary for allowing posting in these places but it will put notice of your playdate in the hands of each book purchaser. The actual cost is minute compared to the results that can be achieved.

"ONE MAN'S WAY"

(*Continued from page* EX-569)

ample time allowed for local announcements.

There also is another record with both sides containing radio spots directed at all types of audiences. These various segments appeal to teenagers, housewives and adult males.

EXPLOITATION—an encyclopedia of useable exploitation stunts—is published every other week as a section of Motion Picture Exhibitor.

CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (Help and Situations Wanted advertising not accepted. See "A-Man" CORNER on this page.)

BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combinations. Can be used for KENO $3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

SPEAKER CONES

DRIVE-IN THEATRE SPEAKER CONES BAD? Mail one to us for FREE service; no obligation. Guaranteed Weather-proof. WESTERN ELECTRONICS CO., 3311 Houston Avenue, Houston 9, Texas

THEATRE JANITOR SERVICE

COMPLETE JANITOR SERVICE, daily, weekly, Boston and vicinity. SOS SERVICES, 6 Pleasant St., Malden, Mass. DA 1-0313.

THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY INC., 100 Taylor Street, Nashville 8, Tennessee.

THEATRES WANTED

DRIVE-INS WANTED New York, Pennsylvania, New Jersey, Connecticut. BOX 265, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

WANTED—Theatre to lease, in Pacific Northwest (Oregon, Washington or Idaho). Will furnish own projection equipment. S. SAMPSON, 513 23rd Ave., San Francisco, Calif. 94121.

WINDOW CARDS

WEEKLY THEATRE and drive-in cards, 100-14 x 22-$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

THE BEST IN THEATRE FORMS AND SYSTEMS

- Service Kit— $1.30 per set
- Program & Running Time Pads— 30¢ per pad
- Boxoffice Statement Pads—30¢ per pad
- "At-A-Glance" Bookkeeping Book— $1.75
- Weekly Payroll Forms— $1.30 for 26
- Employee Earning Records—55¢ for 13

EXHIBITOR BOOK SHOP, 317 N. BROAD ST., PHILA., PA. 19107

The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you* are looking for a job . . . or IF you* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new **EMPLOYMENT SERVICE** is available to **ALL** theatres without reservation. It is not necessary to subscribe to **MOTION PICTURE EXHIBITOR** to avail yourself of this service. No other industry trade paper offers it! And it is completely **FREE!**

*A (WO)MAN is also welcome . . . but in this preponderantly male business. she should specify her sex.

WANTED: Manager, experienced in promotion and all phases, to open new theatre in Rhode Island. Position open immediately. Contact **TOWN & COUNTRY THEATRES, Phone 516-OR-6-3747.** (226)

PROJECTIONIST AVAILABLE March 1st. 30 years experience drive-in or roofed. Want job in Arkansas or Mississippi part time or full time. **ED. L. DARDENNE, Box 724, Lockney, Tex. 79241.** (226)

THEATRE MANAGERS: Experienced, oggressive, promotion-minded, needed for small and large situations with large circuit in Western Pennsylvania. Good future assured for right man. Send résumé, giving age, experience and references. **BOX C219, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

WANTED: Manager, experienced in promotion and all phases, to run new theatre in Miami. Position open immediately. **BOX A226, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

MANAGER OR ASSISTANT. Young man, 23, desires position Texas or Midwest. 8 years experience small town or large chain. Presently employed by large eastern chain. Excellent references. **BOX B226, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

MANAGER, 30 years experience all phases theatre operations, buying—booking—promotion. Starting salary $150. Will relocate. Best of references. **BOX B219, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

WANTED! Young, aggressive manager for drive-in theatre located in Connecticut. Top salary and fringe benefits. **BOX A219, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

MANAGER, EXPERIENCED, wanted for drive-in located in western Massachusetts. All replies confidential. **BARNET YANOFSKY, 260 Tremont St., Boston, Mass.** (219)

PROJECTIONIST, 35 years experience, wants job indoor or drive-in. Prefer Ohio. **BOX A34, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

PROJECTIONIST, 20 years experience, desires employment in Florida. Presently employed, available on 15 days notice. **BOX B34, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila. Pa. 19107.**

MANAGER AVAILABLE, now employed, with 20 years experience in all phases of theatre operation, including concession. Best of references furnished. **BOX C34, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

Address all Correspondence to— The A—MAN Corner Motion Picture Exhibitor
317 N. Broad St., Phila., Pa. 19107

HANDY SUBSCRIPTION BLANK

Yes, start sending

MOTION PICTURE

EXHIBITOR

plus

Showmen's Trade Review

TO:

Name ....

Title ....

Address ....

....

....

★

☐ Enclosed ☐ Or bill me

☐ $2.00 for one year

☐ $3.50 for two years

☐ $5.00 for three years

(Outside Western Hemisphere)

☐ $5.00 one year

☐ $8.00 two years

☐ $11.00 three years

CLIP and MAIL TODAY TO

317 N. Broad St., Phila., Pa. 19107

Another **NEW SHOWMANSHIP SERVICE** From **N.S.S.**

NITE-'n'-DA-GLO

REFLECTA-SIGNS

A Standout — BY DAY
A Beacon AT NIGHT!

A REAL BOON TO ALL DRIVE-IN EXHIBITORS

An inexpensive innovation that will save $$ in sign work and rid theatres of archaic displays. . . NITE-'N'-DA-GLO REFLECTA SIGNS make your message stand out by day and REFLECT under auto headlights at night! You will find them indispensable and invaluable.

Mounted on sturdy, weatherproof Masonite board, they are practically indestructible . . . and are DOUBLE-FACED! They are highly illuminated in fluorescent Da-Glo red, silver white headlight-reflecting Codit with black outline on white backgrounds! When ordering, please indicate direction of arrow and legend for both sides.

NITE-'N'-DA-GLO REFLECTA SIGNS are also available on SCOTSCAL . . . a waterproof, fluorescent coated film of high brilliance with PERMANENT ADHESIVE BACKING. They will stick on walls, fences or ANY surface . . . will last indefinitely . . . and cost far less than commercial art work.

12" x 30" DIRECTIONAL ARROWS
MASONITE $3.75 SCOTSCAL $2.75 each

RS 64-P

12" x 30" DIRECTIONAL ARROWS with legend
MASONITE double faced $4.95 each
SCOTSCAL $3.95 each

LADIES
RS 64-E

SNACK BAR
RS 64-H

LOUNGES
RS 64-F

SNACK BAR
RS 64-G

RS-64-J - LEGEND "MEN"

12" x 12" MASONITE NUMERALS $2.75 each double faced

12" x 12" SCOTSCAL NUMERALS $1.80 each ORDER BY NUMERAL

1 4
7 0
8 2

24" x 60" MASONITE double faced $12.75 each with ALTERNATE stock copy on REVERSE side if requested

SLOW
RS 64-A RS 64-B

ENTRANCE

EXIT
RS 64-C RS 64-D

SNACK BAR

24" x 60" SCOTSCAL $9.85 each with ADHESIVE BACKING that sticks to any SURFACE

ORDER TODAY—FROM YOUR LOCAL BRANCH OF

NATIONAL SCREEN SERVICE
OR . . . 1600 BROADWAY NEW YORK, N.Y. 10019

"Showmanship is our Business"

MOTION PICTURE
EXHIBITOR

MARCH 11, 1964 Volume 71 Number 9

IN TWO SECTIONS • THIS IS SECTION ONE

TOA, Allied Hit Blind Bidding

(See page 8)

Physical Theatre-Extra Profits Dept.

Herman Levy, former TOA general counsel, presented a brief on behalf of TOA and National Allied to the Supreme Court in the Viking, Philadelphia, case, defending the legality of product splits. See story on page 6.

CATHOLIC EXHIB SPEAKS HIS MIND . . .

see editorial—page 3

ADVANCE TO THE REAR?

You'll advance to the bank!.....with all that loot come April!

(For further information call your enlistment officer at M-G-M)

There's no question about it... some fronts are just nicer than others!

METRO-GOLDWYN-MAYER presents
A TED RICHMOND Production

...the craziest troop of cavalry that ever fell off a horse...

ADVANCE TO THE REAR

(Formerly called Company of Cowards)

starring
GLENN FORD · STELLA STEVENS · MELVYN DOUGLAS
co-starring JIM BACKUS
JOAN BLONDELL

Screen play by SAMUEL A. PEEPLES and WILLIAM BOWERS
Directed by GEORGE MARSHALL in PANAVISION®
Music by RANDY SPARKS and the NEW CHRISTY MINSTRELS

Hear the New CHRISTY MINSTRELS perform selections from their score for "Advance to the Rear" on Columbia Records.

M-G-M IS ON THE MOVE

The Trade Paper Read by Choice—Not by Chance

Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 109 Market Place, Baltimore, Md. 21202. New York field office: 1600 Broadway, Suite 604, New York 10019, West Coast field office: William M. Schary, 818 S. Curson Ave., Los Angeles, Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.: Albert Erlick, editor; George Frees Nonamaker, feature editor; Mel Konecoff, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscriptions: $2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, $5 per year (50 issues). Special rates for two and three years on application. Single copy 25¢. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WAlnut 2-1860.

Member Audit Bureau of Circulations

Volume 71 • No. 9

MARCH 11, 1964

MOTION PICTURE
EXHIBITOR
The Showmen's Trade Review

A CATHOLIC EXHIBITOR SPEAKS HIS MIND

SELDOM HAS an editorial in MOTION PICTURE EXHIBITOR elicited as much positive comment from theatremen as has "FIVE DROPS DO NOT MAKE A RAINSTORM" in the Feb. 12 issue. The letters continue to come in from all over, and we are happy to have provided theatremen with a little ammunition in their battle against unjust criticism and unwarranted attacks from people who just don't know the facts.

A typical letter is one from John Elzey, King Theatre, New Roads, La. Mr. Elzey writes: *Among your many fine and timely editorials, I wish to select and compliment you for the one entitled "Five Drops Do Not Make A Rainstorm."*

I am a lifelong Catholic and I live in an area that is approximately 98 per cent Catholic, and to be honest with you, I am sick and tired of answering the phone and hearing the usual inquiry of "What's playing?" and then the next question, "What's the classification?" . . . My stock answer from now on will be simply this: "I am sorry, we do not know the exact classification, but we do not exhibit any questionable or condemned pictures."

Mr. Elzey also enclosed two letters he had sent to the Catholic Bishop in Baton Rouge, Most Rev. Robert E. Tracy, D.D. They state his position eloquently and could serve as a model for other theatremen facing similar situations. He has kindly given us permission to quote from them, so here goes:

I own and operate the King Theatre in New Roads, La., and I have been a practicing Catholic all my life. However, I wish to cancel my subscription to the Commentator (local Catholic publication) for the following reasons:

I firmly believe in the Legion of Decency, though I am puzzled by their many categories and classifications, but when the movie critic of the Commentator takes it upon himself to classify pictures that are rated A-1, and explain their entertainment values both pro and con as they appear to him alone, then I feel this is too much in the way of censorship.

In all fairness to the movie industry, which we represent and which furnishes millions of people with good and wholesome entertainment, excepting, of course, a few films, why should we be made the "whipping boy" of the Legion of Decency, when so little is done to control pornographic literature, indecent television programs, and other occasions of sin?

As Your Excellency knows, most of the "C" pictures are foreign product, made principally in France and Italy where they are exhibited, although the majority of persons living in these countries are Catholic. Why are they permitted to see these pictures, and why do they not have a Legion of Decency?

I do not exhibit "C" pictures because I am a good Catholic, and I want to prevent occasions of sin, and I also wish to preserve a good conscience. Yet I do know that "C" pictures are exhibited in Baton Rouge, and that they are highly patronized, while good pictures such as "Lilies of the Field" draw relatively few viewers.

Naturally our priests must caution us to remain away from anything suggestive of sin, but is it asking too much to request them in turn to "accentuate the positive" and recommend the good pictures that are shown, such as the above mentioned film?

Mr. Elzey has the courage to say what he honestly believes, and the questions he asks, we hope, will receive serious consideration. He didn't let the matter rest there either. He sent the editorial from MOTION PICTURE EXHIBITOR to his Bishop, along with the following comments:

. . . they list only five motion pictures that have been produced in the United States by major film companies that have been classed as "C", which proves that the moral intentions of those involved in the motion picture industry, or at least the majority of them, are in the best interests of those they entertain.

For your further information, this past Sunday we ran an A-1 Catholic picture about a fine group of wonderful Nuns, and we only realized approximately 53 per cent of normal business, as against an average picture which we normally show on Sunday. (EDITOR'S NOTE: Keep in mind that Mr. Elzey states that his community is 98 per cent Catholic.)

In addition to granting us permission to reprint his comments, Mr. Elzey asked if he could have pertinent editorials from MOTION PICTURE EXHIBITOR reprinted in his local press or for distribution to patrons of his theatre. We are pleased to grant that permission.

This industry can only grow and prosper when its members are willing to take a stand on problems and issues and to make their voices heard where it will help. Mr. Elzey is such a man, and the motion picture industry has reason to be proud of him.

MAKING UP THE RULES

DISTRIBUTORS IN many parts of the country are laughing up their sleeves as bidding becomes more and more widespread. Subsequent run theatres, in their anxiety to grab first-run films, are offering more dollars than the pictures are grossing after their winning bids are accepted. In many cases, the guarantees are higher than established first-run theatres have grossed on comparable pictures. It sounds crazy, but it's true.

A midwestern exhibitor, who admits he dug his own grave by bidding, writes us: *"The Romans may have been masters of torture, but bidding has it beat all hollow."*

Bidding itself is not the villain. Rather, it is the abuses that allow theatres to bid whether or not they are qualified and that see the same film up for rebids time after time.

Other businesses seem to have bidding rules and regulations, but in the motion picture industry, it seems some people just make up the rules as they go along.

NEWS CAPSULES

FILM FAMILY ALBUM

Arrivals

Michael D. Remer, member of the board of Cinerama, Inc., became the father of a son, **Harry Anthony**, born at Mt. Sinai Hospital, New York City.

Obituaries

Mrs. Rose Ellis, 79, widow of **Abraham M. Ellis**, motion picture pioneer, who headed the Ellis Circuit, Philadelphia, died at Graduate Hospital. She was active in many Jewish charities and philanthropies. Surviving are four sons, **Herman, Martin, Sidney** and **Edmund**; a daughter, seven grandchildren, and five great-grandchildren.

Raleigh "De-Integration" Hit

RALEIGH, N. C.—The Mayor's Committee on Community Relations, a bi-racial group, announced that it will take steps to determine which public accommodations facilities in Raleigh are now open to all citizens, regardless of race.

The announcement came after there were some complaints that such places of business which earlier had announced an integration policy now have "de-integrated."

Local motion picture houses were among the businesses which integrated some months ago, and in announcing that it planned a check on all such businesses, the Mayor's committee made no reference to theatres. Instead, it said it would pay particular attention to hotels and motels that supposedly were integrated last summer.

Meanwhile, the North Carolina State Student Legislature ended a three-day session here by adopting a resolution calling for enactment of a state-wide public accommodations law. Such a law, the group said, would prohibit theatres, restaurants, hotels, motels, and similar places of business from refusing to serve anyone because of race.

WELCOME, CARTHAY

We bid a warm welcome to Carthay Center Productions, Inc., new motion picture producing subsidiary of National General Corporation. When Eugene V. Klein, NGC president, and Irving H. Levin, executive vice-president who will head the new firm, announced that "What Are Little Girls Made Of?" would be their first feature, it marked the culmination of many months of planning.

National General knows the needs of exhibition, and in the Bud Yorkin-Norman Lear team, they have tied up with top film-makers. We await their first film with eager anticipation, and hope it marks the beginning of a distinguished production venture. Welcome, Carthay!

JAY EMANUEL

FORMS FOR THIS PAGE CLOSED AT 5 P.M., ON MON., MARCH 9

Show-A-Rama Endorses Merger Of Allied–TOA

KANSAS CITY—The guest of honor at the ending session of the annual Show-A-Rama convention here was Natalie Wood, who received the organization's "Star Of The Year" award. Highlighting the presentation of the award to Miss Wood were various scenes from her recent movies.

The newly elected president of UTO of the Heart of America, Jay Wooten, Hutchison, Kans., announced three important resolutions for the organization: Endorsement of the Green Sheet because of its expansive program to extend service to the general public and to theatres; reaffirmation that the managers stand behind an audience award program; endorsement of the merger of National Allied and TOA in order to promote the overall aims of the industry.

New members elected to the United Theatre Owners of the Heart of America board are Dennis Montee, Hutchison, Kans.; Dan Meyers, Dickinson, Kans.; Elmer Bills, Jr., Salisbury, Mo.; Dick Conley, Fox Midwest Theatres, Kansas City; Leon Robertson, Ottawa, Kans. Norris Cresswell, executive secretary, was re-elected.

Retiring president Paul Ricketts, Ness City, Kans., was awarded a plaque and an engraved watch for his outstanding service during the past year. Beverly Miller, Miller Theatres, was presented the Lorraine Carbon award for giving the most outstanding help to the convention.

Other highlights of the day session were Fred Klemp and Dr. Herbert True presenting "The Big Pay-Off," which emphasized three elements for success—interest, involvement, commitment, culminating in the most important exhibitor attribute, "enthusiasm."

During the morning, a concession forum and small town clinic was moderated by Bev Miller and Paul Ricketts.

Saul J. Turell, president, Walter Reade-Sterling, Inc., is co-chairman of the 16th Anniversary Ball planned by the Veterans Hospital Radio and Television Guild for April 17 at the New York Hilton. He is seen with Mrs. Joan Melzer, left, chairman of the ball, and actress Barbara Britton, who will serve as a patroness.

BROADWAY GROSSES

Holdovers Draw Average Crowds

NEW YORK—It was indicated that business was average, with few exceptions, in the Broadway first-run situations.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the break-down was as follows:

"THE MAN IN THE MIDDLE" (20th-Fox). Paramount announced $21,000 for the opening session.

"CAPTAIN NEWMAN, M.D." (U). Radio City Music Hall, with usual stage show, did $86,000 from Thursday through Sunday, with the third week bound to hit $118,000.

"THE CARDINAL" (Columbia). DeMille reported $22,000 for the 13th week.

"BEST OF CINERAMA" (Cinerama). Loew's Cinerama did $10,000 on the 13th week.

"IT'S A MAD, MAD, MAD, MAD WORLD" (UA-Cinerama). Warner Cinerama stated the 16th week was $26,760.

"MAN'S FAVORITE SPORT?" (U). Astor did $9,500 on the third and final week.

"DR. STRANGELOVE OR: HOW I STOPPED WORRYING AND LEARNED TO LOVE THE BOMB" (Columbia). Victoria announced the sixth week at $29,000.

"LOVE WITH THE PROPER STRANGER" (Paramount). Loew's State had $10,649 for the last five days of the 11th week.

"SEVEN DAYS IN MAY" (Paramount). Criterion claimed $37,200 for the third week.

"CLEOPATRA" (20th-Fox). Rivoli reported $16,000 for the 35th week.

"DEAD RINGER" (WB). RKO Palace stated the third week would tally $10,000.

Writers Honor Year's Best

BEVERLY HILLS, CALIF.—John Huston, Morgan Cox, and 12 other motion picture and television writers were honored at the writers 16th annual awards dinner at the Beverly Hilton Hotel before a sell-out group of more than 1400.

Huston won the Laurel Award for Achievement and Morgan Cox the Valentine Davies Award.

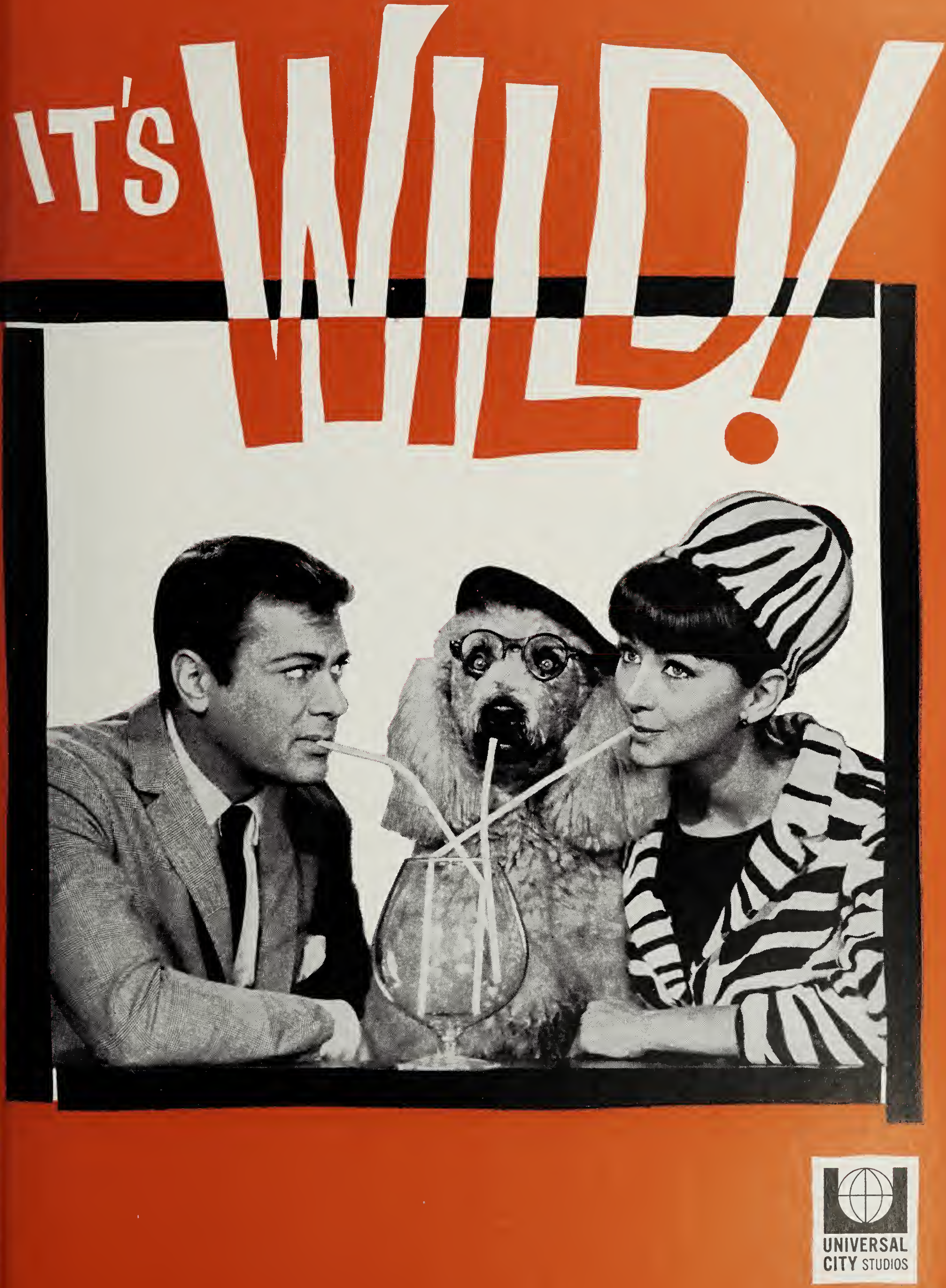
James Poe took the "best-written American comedy" award with his screenplay of "Lilies of the Field," from the novel by William E. Barrett. Irving Ravetch and Harriet Frank, Jr., won the "best-written American drama" award for their screenplay of "Hud," from the novel by Larry McMurtry. By decision of the screenboard for this year only, no screenplay was picked as "best" in the musical field.

McSorley To Paramount

NEW YORK—Lars McSorley has been appointed to Paramount Pictures' special unit on Samuel Bronston's "The Fall of the Roman Empire," according to an announcement by Martin Davis, Paramount vice-president.

McSorley will be involved in all phases of the continuing publicity campaign. Paramount is releasing "Fall" on a hard-ticket policy, with the U.S. premiere set for March 26 at the DeMille Theatre in New York.

McSorley, who left Bronston Productions recently, was formerly eastern publicity manager for Allied Artists.


IT'S WILD!
UNIVERSAL
CITY STUDIOS

TOA, Allied Brief Defends Splits

Suicidal Bidding Wars Seen Only Alternative As Groups Ask High Court To Affirm Viking Ruling

NEW YORK—Theatre Owners of America and Allied States Association of Motion Picture Exhibitors have asked leave of the Supreme Court of the U. S. to file a brief as amici curiae (friends of the court) in the Viking Theatre Corporation, Philadelphia, Pa., vs Paramount Film Distributing Corporation, et als, case. TOA and Allied ask the high court to affirm an Appeals Court finding that the Philadelphia product split arrangement did not violate the law and that the evidence presented by the Viking was insufficient to prove otherwise.

It is stated in their petition that "one of the issues raised by the petitioner in this court is whether the split of product, claimed by the petitioner to have existed among the theatre-defendants, was illegal. In order to avoid straight auction competitive bidding, which is the alternative to splitting product, a very substantial number of he theatres in this country are operating on a split-of-product basis; and a very substantial number of theatres are negotiating among themselves almost constantly in attempts to evolve splits of product. A holding by this court that the split in the instant case, and that other types of splits are illegal per se, or are in restraint of commerce to a point beyond the 'rule of reason,' will seriously and adversely affect all theatres now operating on a split basis, and all who are negotiating for them at this time, and all other theatre owners. It will be of assistance to this court to hear from these thousands of theatres regarding their views on why splits are legal. . . ."

In the brief submitted by counsel Herman M. Levy, it is stated: "It is crucial to the survival of the motion picture industry that this court hold that this is not the type of case wherein it should pass on the validity of the widely used industry practice, known as the split. It is a practice of cardinal importance to the industry. If this court decides that this is the type of case wherein it should make that decision, then it is respectfully submitted that it should hold valid the split in the instant case, and all other types of splits that are within the 'rule of reason.' The decision of this court should not involve the judiciary in the intricate and detailed facets of an industry.

"The importance of this court's decision in this regard is emphatically testified to by the fact that for the first time within the memories of the members of the amici curiae, representing about two-thirds of the 19,000 theatres in this nation, have they appeared, united and of one purpose, and with one representative to speak for them. All of the years of disunity between these two associations, and all of the years of non-cooperation for common objectives, well known to Governmental agencies, have been put aside, in order that this court may know that those for whom the decision in this case has the most significant meaning are as one in an attempt to assist this court. Even more uniquely, the amici curiae appear here in support of their sources of supply—the distributors—on the subject of the split. . . .

"The present case provides neither the appropriate occasion, nor an adequate context in which to assess the function and legality of a long-standing industry-wide mode of distribution such as the split; the factual determinations made by the District Court, and by a unanimous Court of Appeals make the split's legality irrelevant here; and the split is, in any event, a lawful method of distribution, and is neither illegal per se, as petitioner contends, nor is it illegal because of its purpose nor effect on competition. . . .

"Exhibitors who do not wish to participate in a split may and do bid or negotiate for films, and obtain them. That being so, there is no factual basis of complaint in an exhibitor, who, for economic reasons of his own, decides not to be a party to a split. Why, therefore, should he be permitted to disturb a valid, well-functioning trade practice which is of benefit to all of the parties, including him?

"The split developed as the only feasible alternative to distributing each film by auction to the highest bidder, a practice known as competitive bidding. . . . Should the court now disapprove the split, it would effectively compel what it refused to order in the Paramount case, a system of competitive bidding . . .

"The development of the split, as an alternative to the straight auction system of competitive bidding, helped save the situation. The primary benefit of splitting to exhibitors is survival. Films reach exhibitors who could not afford them under competitive bidding. The benefits for distributors must also be stressed. They are, primarily, a lessening of the risks and expense of litigation, and the preservation of outlets essential for market coverage. . . .

"The split also mitigates the power of the 'longest purse,' and thereby helps the distributor keep the exhibitors, who are his outlets, in business. As competition within the industry, and with other forms of entertainment, intensifies, it is increasingly important to the long-run success of a distributor that

(*Continued on page* 16)

Green Sheet Goes National; Circulation Upped To 60,000

NEW YORK—Ralph Hetzel, acting president, Motion Picture Association, announced that The Green Sheet, monthly summary of picture content and appraisals for audience suitability, had gone national, with the board of directors approving the doubling of its circulation to almost 60,000 at a cost of "over $50,000 a year."

The main purpose is to deliver to mass media, such as newspapers, radio, and television, information on current releases, with the intent that they will publicize it as newspapers now do for tv.

The Green Sheet will be sent free to 900 of the country's 1900 daily newspapers. Some 14,000 theatres plus 13,000 libraries, religious magazines, educators, community groups, and churches will also receive The Green Sheet.

A new angle is that an abridged exhibitors' edition will be available in bulk with exhibitors to pay $2.50 for 100 copies up to $12 for 1,000 for local level distribution.

Both TOA and National Allied have pledged their support of this wider distribution.

SPG Milestone Award Presented To Freed

BEVERLY HILLS, CALIF.—Arthur Freed received the Screen Producers Guild annual Milestone Award, highest honor bestowed by the men who make Hollywood's motion pictures. The award is inscribed:

"The Screen Producers Guild presents to Mr. Arthur Freed this Wreath of Honor for his Historic Contribution to the American Motion Picture."

The Milestone Award to Freed was the highlight of the Screen Producers Guild 12th annual Milestone Awards dinner, held in the Beverly Hilton Hotel.

Over 1,000 of Hollywood's elite were guests at the glittering function. Chairman of the awards dinner committee was producer Bryan Foy, assisted by Frank P. Rosenberg, Everett Freeman, Howard Koch, Aubrey Schenck, and Judd Bernard.

This year's winner of the best produced theatrical film was "Tom Jones," produced by Tony Richardson. The television award was presented to Robert Markell for "The Defenders." The Jesse L. Lasky-Intercollegiate Competition award was won by University of Wisconsin for their film, "Circus Memories."

Record Earnings For Coke

ATLANTA—Consolidated sales and earnings for The Coca-Cola Company established another all-time record in 1963, J. Paul Austin, president, announced following a meeting of the company's board of directors here.

The directors voted an increase in the quarterly dividend on common stock to 75 cents, from the previous quarterly dividend of 67½ cents. This puts the annual dividend rate at $3.00 per share as compared to $2.70 per share previously. The last dividend increase—from 60 cents to 67½ cents—was voted a year ago.

Net sales in 1963 were $637,424,475 as compared to $567,687,256 in 1962, an increase of 12 per cent.

After provision for income taxes, reserves and all other charges, the company's net profit for 1963 was $52,388,186 or $3.78 per share, as compared to $46,736,395 or $3.38 per share for 1962, an increase of 12 per cent.

"Oscar" Nominee Withdrawn

HOLLYWOOD—"Terminus," an English-produced documentary feature nominated for the 36th Annual Awards of the Academy of Motion Picture Arts and Sciences, has been withdrawn from the list of nominations, Norman Corwin, chairman of the Academy Documentary Awards Nominating Committee, announced.

A check revealed it had been first shown to New York audiences Dec. 22, 1962. Rules governing the Documentary Awards specify that qualifying films must have been exhibited for the first time during the last calendar year. Corwin explained that in entering "Terminus" for Academy Awards consideration, Edgar Anstey, producer, had been under the impression that the American distributor had first shown the feature in January, 1963.

IT'S
WONDERFUL!

UNIVERSAL
CITY STUDIOS

Show-A-Rama Draws Record Crowd; TOA, Allied Score Blind Bidding

KANSAS CITY—A record attendance of approximately two thousand persons, representing 40 states and three foreign countries, marked the opening of the seventh annual Show-A-Rama convention of the Theatre Owners of the Heart of America.

Keynote speaker George Murphy of Hollywood, ambassador at large for the motion picture industry and executive of the Technicolor Corp., opened the proceedings on an optimistic note by predicting a bright future now that motion picture producers have begun to steer away from "message makers." Murphy also suggested that producers would find an interesting pattern on which to base future productions if they would study a list of the 50 top grossing motion pictures of all times.

Pre-convention activities included appointment of a committee by officials of the Theatre Owners of America and Allied States Association to explore and study the creation of a new national exhibitor organization. The TOA directors held their annual board meeting prior to the opening of the convention. Highlight of the final meeting was presentation of the "Star of the Year" Award to Natalie Wood.

The TOA board and executive committee endorsed Robert Selig's proposal for production of special children's matinee programs if the Small Business Administration would partially finance such a program along with subsidies from foundations or philanthropic organizations.

The TOA board also voted to continue an audience award poll plan to tie in with the "Oscars."

John H. Rowley, president, TOA, stated that trade practices was the industry's top problem. He urged exhibitors "to take a good, hard look at what is happening to our business, and then take advantage of our latent power."

"I feel" Rowley said, "that we should devote our time to talking about our day-to-day business and see if there is some unanimity of thinking on what is wrong and how it can be corrected."

He called for an attempt "to stabilize this industry."

Rowley said that the "Hollywood Preview Engagement" program would be held in abeyance because of the current product outlook. He said the problem complicating exhibitor cooperation in the program was the chaotic condition resulting from changes in distribution patterns. He said the plan would not be junked but would be held in readiness in the event a change in the product situation warranted its revival.

The TOA president said that the construction of new theatres in 1963 was a good sign; that he hoped the sale of pictures to tv would be regulated and controlled to have the minimum effect on current product; and that the Showcasing of films theatened to change distribution patterns as a whole, but that the final verdict had not been rendered as yet. It was too early for TOA to take an official stand on the overall plan.

National Allied president Jack Armstrong and TOA head John A. Rowley revealed that Allied States Association and Theatre Owners of America will join forces to fight the current practice of blind bidding.

It was indicated that the two organizations will also explore plans and study the creation of a new national exhibitor trade organization.

The joint plan calls for protesting blind bidding to each distributor using it, and if this does not produce results, then the two organizations will take "such joint action as is deemed appropriate and necessary."

The Independent Theatre Owners Association of New York issued a statement that it is "violently opposed to blind bidding" and will join in any move seeking to end the practice.

Seven "Showmen of the Year" awards were made by Douglas Lightner, general manager, Commonwealth Theatres, who acted as master of ceremonies and presented statuettes to Jack Frazee, district manager, Chakeres Theatres, Urbana, Ohio; William Hastings, RKO International 70 Theatre, Denver; Ed Kidwell, Frontier Theatres, Roswell, N. M.; Buck Prewitt, Gulf States' Varia Drive-In, Jackson, Miss.; Al Goddard, Walter Reade's Community, Kingston, N. Y.; Harold Wyatt, National General, Los Angeles; and Oscar Brotman, Chicago drive-in operator.

Four top Showmen of America winners told how they would sell upcoming films. They were Eddie Forester, Frontier Theatres, Dallas; Don Rist, Kerasotes Circuit, Springfield, Ill.; Carl Hoffman, Tri-States, Omaha; and Jesse L. Marlowe, Martin Theatres, Nashville. M. B. Smith, Commonwealth Theatres, presided.

Mel Gold, National Screen Service sales head, told of two of the company's innovations: a clock intermission trailer for drive-ins and Cinemation, a development for lobbies or marquee displays, which functions in the style of an animated trailer. NSS also is introducing a new deluxe "Go To Church" color trailer.

TOA, Allied Merger Talks Show Singleness Of Purpose

KANSAS CITY, MO.—With John H. Rowley, head, TOA, and Marshall H. Fine, Allied board chairman, agreeing that their basic purpose are the same, the movie toward a new national exhibitor organization which would be concerned with day-to-day trade practices, and which would be composed of the present TOA and National Allied, seemed a step closer with meetings of respective committees. It was agreed that differences separating the two organizations were viewpoints rather than objectives.

Jack Armstrong, National Allied president, said that negotiations toward a merger on the national level are continuing.

Dimension-150 Films Mapped

NEW YORK—Marshall Naify, president of United Artists Theatre Circuit, Inc., and Dimension-150, Inc., left for the west coast to discuss production plans for Dimension-150.

Naify was to spend several days in San Francisco to confer with Robert Naify regarding future plans for United California Theatres.

He plans to screen much of the coming product that he has not had a chance to see due to his recent European trip and other business activities.

Pay-TV's Foreign Films Seen Eliminating Jobs

LOS ANGELES—Contention of some Hollywood labor groups that pay-tv will provide more work for local film workers was attacked following the revelation that foreign-produced films will be used by the firm entering the pay-tv field in California.

Frederick C. Dockweiler, southern California chairman of the Citizens' Committee for Free-TV, charged that the concern has completed arrangements with a leading European producer to "make two-hour movies for pay-tv."

He said that the information was permitted to "leak out" in an analysis of the firm's financial prospects by a Wall Street brokerage firm which is trying to sell pay-tv stock to the public to finance entry of pay-tv in California.

"This is hypocrisy at its worst." said Dockweiler. "Some Hollywood Unions have been led to believe that pay-tv might be a boon for their members.

"Now they find out that pay-tv is going to stuff its programs with films produced with cheap foreign labor in foreign lands in direct competition with American labor and a domestic film and television industry which has millions of dollars invested in plant and equipment."

Dockweiler said that free-tv is fast becoming one of the film industries "best customers for film features both old and new."

"Some in union ranks fail to understand that the thousands of jobs created by free-tv would be destroyed by pay-tv, since television network heads agree successful pay-tv would mean the end of free-tv," Dockweiler continued.

"Where will American film workers be left when pay-tv turns to the cheap foreign market for its films?"

The free-tv committee is pressing a campaign to obtain nearly 500,000 signatures to a Nov. 3 general election initiative measure to preserve free-tv in the home.

After a full public hearing, the Sacramento County Board of Supervisors was on record as unanimously supporting the initiative campaign to revoke 1963 legislation permitting entry of pay-tv in California.

The campaign is being waged by the Citizens' Committee for Free-TV, which already has obtained the endorsement of the Los Angeles and San Francisco Boards of Supervisors.

Robert O'Brien, Sacramento Merchants Group representatives, declared:

"The action of the Supervisors is indicative of a growing trend of public feeling that the citizens of this state should decide for themselves whether or not they want to keep tv free in their homes."

Free "Oscar" Trailer

HOLLYWOOD—A record number of bookings is expected for the Jack Lemmon "Oscar" trailer which is being offered to motion picture theatres free of charge.

Produced by the American Broadcasting Company, over whose radio and television facilities the April 13 "Oscarcast" will be aired, the unique film features a "live" appearance by Lemmon, master of ceremonies for the presentation, and is a highlight of this year's Awards promotional campaign.

Theatres wishing to take advantage of this free offer should contact their local National Screen Service office. Physical distribution will be handled by National Film Service.

T'S UNIVERSAL'S WILD and WONDERFUL COMEDY SIZZLER for SUMMER!

The LAUGHS are WILD....the LOVING IS WONDERFUL!

All about a man
who loves a gal...
who loves a dog...
who's convinced
he's a man!

Tony Curtis

Christine Kaufmann

and Introducing
Monsieur Cognac

RUFUS...whose specialty is wholesale dog-napping!

DOC...Bass fiddler ...whose best fiddling is with girls!

THE GENIUS...who stages a TV Spectacular in the newlyweds bedroom!

PAPA...who wants his daughter wed... to anybody else!

"Wild and Wonderful"

with LARRY STORCH · MARTY INGELS · JULES MUNSHIN · JACQUES AUBUCHON and PIERRE OLAF

Screenplay by LARRY MARKES & MICHAEL MORRIS and WALDO SALT · Screen Story by RICHARD M. POWELL and PHILLIP RAPP

Based on a Story by DOROTHY CRIDER · Directed by MICHAEL ANDERSON · Produced by HAROLD HECHT · A HAROLD HECHT Production

A UNIVERSAL RELEASE

in Eastman COLOR

UNIVERSAL CITY STUDIOS

N.Y. Senator, MPAA Exec Agreed On Effectiveness Of Self-Policing

ALBANY—A strong defense of the motion picture industry, the major producing companies subscribing to the Production Code, the Seal operation, and the present sufficiency of "censorship, classification, and other restrictive laws" was coupled with a plea for positive cooperation and action by "community leaders" of the type belonging to the State Council of Protestant Churches, at a seminar on "Good Reading and Movies" held in Westminster Presbyterian Church.

Voicing this plea was James L. Herlihy, assistant to vice-president, Motion Picture Association of America. Participating with Herlihy as a "resource speaker" was Senator Thomas Laverne, Rochester Republican, and active member of Joint Legislative Committee on Offensive and Obscene Material.

Rev. George Hosler, pastor of Evangelical Protestant Church, Albany, served as moderator. Ministers and laymen from various sections of the state attended the morning and afternoon sessions and asked many probing questions.

Senator Laverne, who emphasized the value of "community committees"—based on experience in his home city and on "Operation Yorkville" in New York, said that he did not agree with "everything" the motion picture industry had done. However, the Senator believed its "self-policing" to be "generally effective."

Motion picture companies could be "rougher" and still stay within the law, declared Senator Laverne. He cited "Cleopatra" as an outstanding example of moderation in costuming; it could have been more daring, as a reflection of garb worn in the period covered, and still remain outside court definitions of "obscenity."

Senator Laverne scored "quick-buck" nudist films, made by small independents, and related how an "advisory committee" in Rochester had brought about the discontinuation of "nudies" at a nearby drive-in.

Senator Laverne, whose observations on nudist pictures were confirmed by Herlihy, laid emphasis on the cooperation of "major faiths" in the war against nudist films and pornography. He distributed copies of a Penal Law section under which police chiefs, district attorneys, and others could move, so far as admission or sale to persons under 18 was concerned.

Herlihy and Senator Laverne agreed that "tie-in" sales or "block-booking," in which a good film is coupled with a queazy one, are prohibited by law. No theatre is forced to date such combinations, the two speakers insisted. Senator Laverne suggested that "written statements" by an exhibitor or manager alleging they were forced to book such combinations, be forwarded to him.

Herlihy underlined "the force of public opinion" and the wish of the motion picture industry for "a militant, aroused, informed public."

On the legislative front, Capitol Hill observers expressed puzzlement over a statement made by Chancellor Edgar W. Couper that the Regents had not taken "any action" on the Marano film classification bill, and might not do so, unless the 1964 session of the Legislature were extended beyond a date expected to come before March 29, Easter Sunday.

The Chancellor's answer came in reply to a newsman's question following a lengthy discussion by State Education Commissioner James E. Allen, Jr., and Couper, of current weighty problems concerned with education. Chancellor Couper seemed to say that the film classification act had not been on the Regents' calender.

There had been talk of the Education Department's plans to make a more vigorous fight for enactment of so-called "compulsory" classification for "unaccompanied school children."

Darryl F. Zanuck, 20th-Fox president, is seen recently telling the press about the status of "Cleopatra" and of the company at a home office press conference.

Variety Award To Warner

HOLLYWOOD—Veteran motion picture executive Jack L. Warner was honored by fellow showmen when he received the annual Heart Award of the Variety Club of Southern California, Tent 25. Presentation was made by chief barker Fred Stein at the Variety Club's yearly awards and installation dinner dance.

Joining in honoring Warner, as special guests of the local group, were film star Bette Davis, Columbia first vice-president Mike Frankovich, veteran producer and director Mervyn LeRoy, Warner Brothers' vice-president William T. Orr, and Warners' executive vice-president Benjamin Kalmenson.

Also present as special guests were two Variety Club leaders from Great Britain, Hammer Films executive James Carreras and ABC Cinema topper D. J. Goodlatte. Carreras is first assistant international chief barker of Variety Club International, while Goodlatte is past chief barker of the Variety Club of Great Britain.

U, Decca Set Dividends

NEW YORK—The board of directors of Universal Pictures Company, Inc., declared a quarterly dividend of 25 cents per share on the common stock, payable on March 27 to stockholders of record at the close of business on March 17.

Directors of Decca Records, Inc., declared a regular quarterly dividend of 30 cents per share on the capital stock, payable March 30 to stockholders of record March 16.

ITOO Raps Competition At College, School Shows

COLUMBUS, OHIO — The Independent Theatre Owners of Ohio in a recent bulletin attacked local competition by state supported colleges, junior high, and high schools in the 16mm and 35mm field.

It is charged that local junior high and high school students see 16mm and 35mm films for one hour daily at a charge of five cents; that Ohio State University in Columbus recently showed "Carousel" and "How To Marry A Millionaire" free to students, faculty members, and staff at three performances.

Likewise, Ohio University, it is charged, showed "Bridge To The Sun," "Midnight Lace," and "Imitation Of Life" in 35mm to students, faculty, and friends at three performances each and with admission of 25 cents.

The ITOO also charges that Miami University showed a 16mm version of "Butterfield 8" day and date with a downtown theatre.

It is also pointed out that the Kenley Players, who operate summer stock here, have announced a production of "My Fair Lady" this summer. Warner Brothers stated that they have no control over the stage rights, according to ITOO, who add that "it is therefore readily possible that 'My Fair Lady' can be produced by the Kenley Players with their coupon gimmicks and all, for about half the price an exhibitor will be forced to ask for the picture."

Beatles On Closed Circuit

BEVERLY HILLS, CALIF.—Kick off of the first theatre closed-circuit network featuring entertainment—instead of boxing fights—will be launched Saturday, March 14, at 11:30 a.m. (Pacific Time) in over 170 theatres throughout the United States and Canada with an audience estimated at 500,000—mostly teenagers.

The history-making event will headline The Beatles, who will be seen in concert as performed in the Washington, D. C. Coliseum. They will be preceeded on the program by the Beach Boys, America's popular surfing group and Lesley Gore, who will originate their end of the show from the west coast.

The show will have two matinees each on Saturday and Sunday (March 14-15) at 11:30 a.m. and again at 2 p.m.

Sponsored by National General Corporation and its Theatre Color-Vision subsidiary, the program is being produced by Louis Robin and Allen Tinkley of Concerts, Inc., NGC's live concerts subsidiary.

Mundial Films Bows

NEW YORK—Henry R. Arias announces the formation of Mundial Films, Inc., of which he is president. A substantial deposit has been made in the Chemical Bank of New York Trust Company, Paramount Building Branch, and additional finances have also been made available to Mundial Films, Inc., for the acquisition of product for exclusive foreign distribution.

Arias states that Mundial is now is a position to make liberal advances for acquisition of available product. Mundial Films, Inc., has also organized its own sales force in Paris, London, Germany, Far East, and Latin America. Constant traveling by Mundial personnel will assure direct disposition of the product to the ultimate distributors at all times.

Texas COMPO Members Eligible In Insurance Plan

DALLAS—Arrangements have been completed whereby members of Texas COMPO, their families, and employees are eligible to apply for extensive accident and health coverage at a substantial savings under an association plan.

Kyle Rorex, executive director of Texas COMPO, said the plan will be highly beneficial, especially for the independent exhibitor who will be able to apply for dependable and broad coverage at a price similar to that now enjoyed only by multi-employee companies.

The exhibitor can choose one or more of the six basic plans which will be offered. Available is a hospital indemnity plan providing up to $750 per month payable for as long as 12 months; a catastrophe hospital plan with a deductible feature to protect the exhibitor member against catastrophic hospital bills up to $10,000 for himself and each member of his family; an income protection plan providing a regular monthly income to the exhibitor when he is disabled due to illness or accident; a basic hospitalization plan providing from $8 to $25 per day room and board; an overhead expense plan which would pay up to $1,000 a month to help meet fixed expenses such as rent, heat, utilities, employee salaries, etc. when the exhibitor is disabled by accident or sickness; and finally, an accidental death program with benefits available as high as $200,000.

Several plans by various companies were reviewed and the one selected is to be underwritten by Fireman's Fund Insurance Company. Harrison Del Rose, C.L.U., insurance counselor for Texas COMPO in Dallas, will serve as liaison agent between exhibitor and insurance company.

Nelson-Engel In Business

HOLLYWOOD—Fred Engel has left his executive post at General Artists Corp. to begin his new independent association with Ralph Nelson. Pair, under the banner of Nelson-Engel Productions, will begin preparing "The Pied Pipers" for Universal release and "The Seven File" for release by United Artists. Nelson will direct and Engel produce both films.

Population Spurt Seen Theatre Aid; Films To TV, "Orphan Periods" Hurt

DETROIT—The Allied Report for March, published by Allied State Association of Motion Picture Exhibitors, contains:

A front cover statement which calls attention to the enormous improvement in business the first part of this year over last. Allowing for unusually clement weather in most sections of the country, it notes that even where it is severe, business is up. From this, it attributes current results to good and plentiful product. But it sounds a warning in an article, "Feast and Famine or Whatever Happened to Orderly Release?"

The hard core of the piece is the bleak statement that there is in prospect little or no good product for April and May. In consequence, exhibitors may glumly look forward to the loss of gathering momentum engendered by good pictures.

An optimistic note is derived from a recent press conference held by Lee A. Iacocca, Ford Motor Company vice-president and Ford Division general manager. He pointed out that between 1960 and 1970, the population segments between 15 and 24 will grow faster than any other age group—by almost 12 million.

From this, the Report derives the comforting thought that to this new generation, television is not a new-fangled gadget, but "rather a piece of furniture." This they would be willing to desert, "almost any time an exhibitor . . . or anyone else selling entertainment . . . can prove to them something is available for the evening."

It urges exhibitor support of the COMPO industry public relations program. There is an account of Allied and TOA intervention in the Viking case before the United States Supreme Court to champion the validity of product splits. Attorney Herman Levy has been retained jointly by both organizations.

Dour reference is made to Paramount's post-'48s going to NBC-TV this fall along with an option for post-'50s in future years. When such films as "Becket" and "The Fall of the Roman Empire" will be in release, they will be in tv competition with "Roman Holiday," "Teacher's Pet," "Sunset Boulevard," "Stalag 17," "The Matchmaker," "The Joker Is Wild," "Delicate Delinquent," "War and Peace," and "A Place in the Sun," a pretty formidable line-up.

There also is a salute to Burton E. Robbins, National Screen Service president. The important article on the dangers of community antennas has been previously reported in these columns.

N. Y. Solon Files Bill To Ban Boxing Telecasts

ALBANY—Cassius Clay's surprise technical knockout of Sonny Liston in a Miami Beach bout, closed-circuited to some 280 theatres by Theatre Network Television, focused greater attention on a bill introduced by Assemblyman Alexander Chananau, Bronx Democrat, to prohibit such telecasts in New York State on and after Sept. 1, 1964.

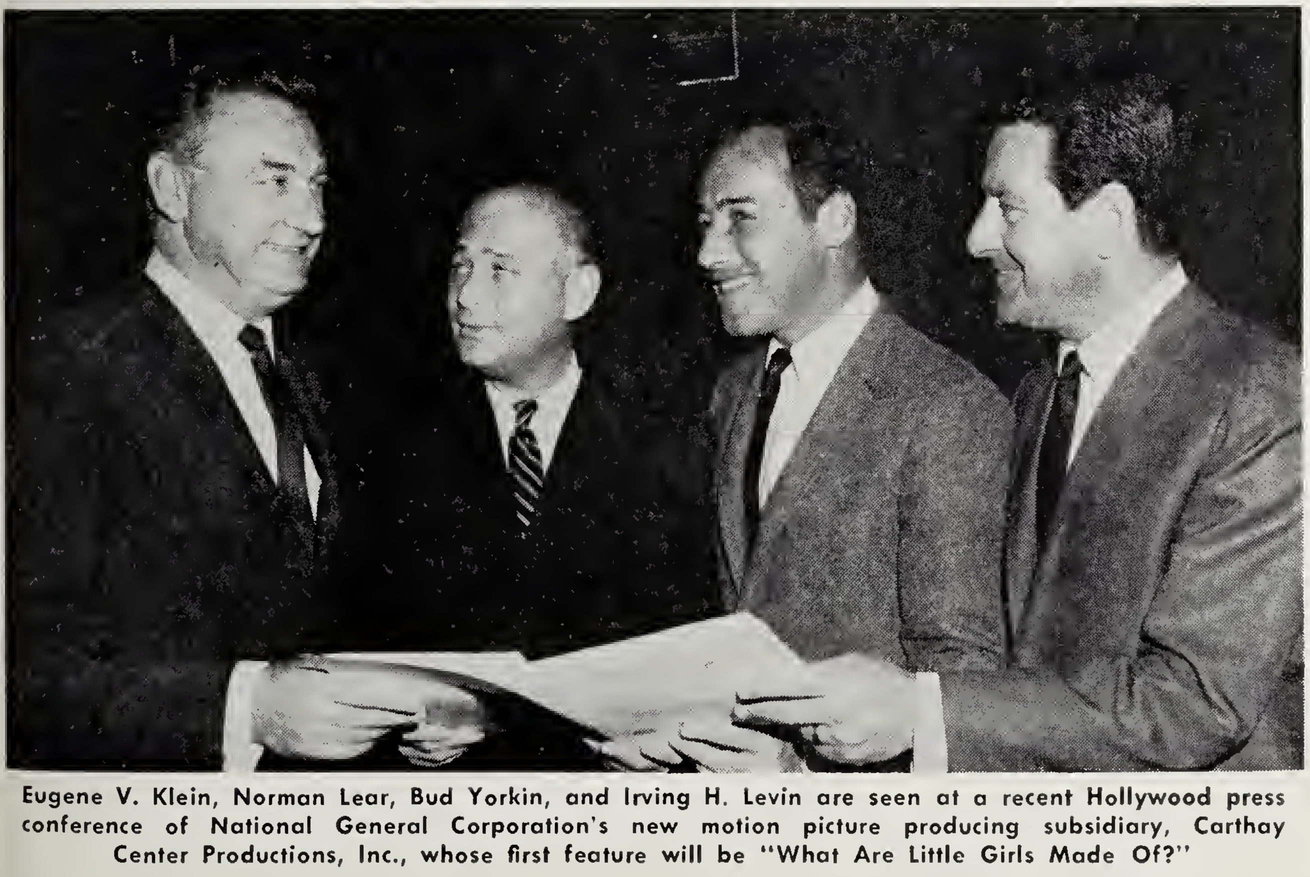
The Chananau measure would make it a violation of the Penal Law to show closed circuit television of "boxing matches," or their projection, by pictures or any other means, in theatres, places of entertainment, and public assembly where the public is invited and for which an admission fee is charged. Bill would affect theatre owners, operators, lessees, and managers, too.

Assemblyman Chananau, the original sponsor of a 1962 resolution calling for the appointment of a joint legislative committee to study all aspects of boxing and wrestling in this state—the television and broadcasing thereof, also—put in the measure about a week before the Clay-Liston fight.

He commented this would be "one way to abolish or prohibit boxing in New York State." Without New York "and one or two other large states," there would be "no closed circuit television, and no boxing," the legislator-lawyer opined.

Cinema 46 Coming

NEW YORK—Meyer Ackerman, prominent theatre owner, has announced plans for the construction of a new 1200-seat theatre, to be known as Cinema 46, on Route 46 in Totowa, N. J. The new showplace is scheduled for a July opening. Drew Eberson is the architect.



Eugene V. Klein, Norman Lear, Bud Yorkin, and Irving H. Levin are seen at a recent Hollywood press conference of National General Corporation's new motion picture producing subsidiary, Carthay Center Productions, Inc., whose first feature will be "What Are Little Girls Made Of?"

UA Promotes Marks

PARIS—Eric Pleskow, United Artists vice-president in charge of foreign distribution, announced the appointment of Irwin Marks to the position of assistant continental manager for the company.

Marks has been with UA since the first of last year and has been acting as a general assistant to continental manager Norbert Auerbach in all matters relating to sales.

Marks joined the industry in 1946 and has spent most of his career managing various territories in Latin America for Columbia Pictures. He was transferred to an executive post in the Columbia New York home office shortly before joining United Artists.

THIS IS THE ONE THEY'LL WAN

THE MIRISCH COMPANY presents
A **BLAKE EDWARDS** PRODUCTION

DAVID NIVEN · PETER SELLERS
ROBERT WAGNER · CAPUCINE in

THE PINK PANTHER

TECHNICOLOR® TECHNIRAMA®

with
BRENDA DE BANZIE
COLIN GORDON
and introducing
FRAN JEFFRIES
and with
CLAUDIA CARDINALE
As the Princess

Directed by
BLAKE EDWARDS
Written by
MAURICE RICHLIN and BLAKE EDWARDS
Produced by
MARTIN JUROW
Music–
HENRY MANCINI
A MIRISCH-G-E PRODUCTION

Selected Eas

SEE TWICE!!
Booked at the
RADIO CITY
MUSIC HALL
gagements Throughout The Country
THRU
UA
PRINTED IN U.S.A.

The NEW YORK Scene

By Mel Konecoff

ACCORDING TO PEOPLE in the know, Stanley Shapiro made his first contact with the trade press when we saw him the other morning in his room at the Plaza Hotel across the breakfast table. We heard you ask—who is Stanley Shapiro? He just happens to be a wealthy producer-screen writer, made so by such efforts as "The Perfect Furlough," "Pillow Talk," "Operation Petticoat," "Come September," "Lover Come Back," "That Touch of Mink."

He's had plenty of experience playing in such top spots as Radio City Music Hall, Grauman's Chinese, etc., and commenting on the trend these days, he noted that if a picture can't play on top house for a healthy run, then the films might just as well go Showcase. He didn't think that there would be any star theatres in five or six years. Of course, there are exceptions such as "Tom Jones" and others that go in for long runs in single theatres. He, personally, still prefers the single date to be followed by a leisurely release of his film, but economically, he knows the new arrangement is better. He felt sorry for the smaller theatres, who always have to work on a marginal profit and who bear the brunt of many burdens. He genuinely would have liked to have helped them.

His present deal with Universal calls for three pictures to be personally written and produced by him, and for three others which his company will make. One of his, "Bedtime Story," is finished and awaiting release, and he starts a second in July, "The Favor," with Rock Hudson and Charles Boyer. The third is not set yet. His budgets for each film have been in the area of three millions, and he had words of praise for the Hollywood guilds, which are attempting to hold the line. The features that he made cost about 14½ millions, and he thought that they grossed about 70 millions, with "Operation Petticoat" bringing in over 14 millions. This is the most profitable.

He prefers not to direct, although he gets involved in all areas of picture-making and he would like to write and produce a comedy for the stage in 1965. Shapiro wants to tour the country hitting the key city areas on behalf of "Bedtime Story" in June for a few weeks so exhibitors will get to meet Stanley Shapiro for themselves.

PRODUCTION, EXHIBITION, AND DISTRIBUTION: To the faithful few who peruse these lines, the names of Alan Iselin and Del Tenney will strike a familiar note somewhere. They will recall that months and months ago, Iselin, who is an exhibitor, and Tenney, who has produced and directed all types of entertainments, announced that they were going to make up some showmanship packages to do their bit as regards the film shortage. Well, the latest is that they have a completed exploitation horror package, "The Horror of Party Beach" and "The Curse of the Living Corpse," ready to go through 20th Century-Fox.

In line with their thinking on merchandising, the pair are getting set to tour the major areas of the country conferring with exhibitors, branch personnel, and even press to help get the film rolling. It will kick off in Texas in 50 theatres on April 2 and then play territory by territory through April and May, the period of product shortage, until the lower echelon theatres will play off the package in the summer.

Iselin, hep in the ways of theatres, has a campaign that looks like a winner, and he's going to make sure it's followed. Their pressbook will outline each and every step for exhibitor customers, and radio will play a big part in the presentation. Another gimmick will be a "fright release," which is a legal release given each patron noting that they are entering the theatre to see the films at their own risk. These will be free, as will be the teaser trailers. More about the kick-offs as they want us to travel a bit with them to see how their selling the trade will come off.

Next on the agenda is another horror package to start in May, "Frankenstein Meets The Space Monster" and "Voodoo Blood Death," to be filmed in Miami using Broadway actors. They insist on calling their horror films updated ones, and the emphasis is on youth instead of on the veteran regulars in the field. Their budgets have been running at about $100,000 per picture, but this will be boosted to $300,000 when they film "Ski Weekend," a comedy, in the ski country in the fall. There are no distribution deals for any of their forthcoming films, preferring to go picture by picture, and they want to negotiate the foreign rights country by country as well.

NEW ITEM: Walter Reade, Jr. chairman of the board of Walter Reade-Sterling, Inc. last week unveiled his screen process labeled Wonderama for the press and the trade at the Strand Theatre, Plainfield, N. J., with a screening of "Mediterranean Holiday" in Eastman Color and sterophonic sound. It was a gigantic travelogue shown on a 21 by 61 foot screen utilizing Wonderama lenses. (The rest of the story can be found elsewhere in this issue.)

We were impressed with Reade's sincere desire to want to bring this "poor man's Cinerama" to the smaller communities, who are not and will not go for the expense of 70 mm and Cinerama installations. He believed that audiences here will welcome large screen novelties several times a year, with the theatres renting the twe lenses needed and using locally acquired screens or their own if it can be masked to the necessary dimensions. Any theatre can be equipped with Wonderama for about three thousand dollars, and the changeover means just switching lenses and adjusting the screen once the right size is in.

The prices at the Strand were increased from $1.25 to $1.50 afternoons and $1.75 at night, which could be a selling point with some exhibitors looking for a bit of extra revenue.

Sid Deneau, vice-president and general sales manager, hoped to make the item available to all theatres, who can't go for the big, expensive processes. Deals will presumably be on a royalty basis. He realized that the process had certain limitations, but it also has tremendous possibilities, he felt.

We thought that the film was too long; that the image varied from good to fair; and we were concerned with dark spots in two corners, by a bright spot off-center, and by two gray lines in the center of the screen part of the time. There were several blurrings of the images in the center of the screen for fractions of second, and we also thought that the picture was a bit hazy in several instances. However, rapid judgement should not be the order of the day, and we think that a fair trial is in order. Under the right circumstances,

(*Continued on page 18*)

Central States Managers Discuss Plans For Season

DES MOINES — Central States Theatre Corporation managers of drive-in theatres completed a week of meeting sessions to make plans for the 1964 season. Frank D. Rubel, general manager of the drive-ins for CST, presided over the meetings which were held in Cedar Rapids, Omaha, and Des Moines. One of his opening comments might be heeded by all drive-in operators.

"If we will maintain our theatres in good, clean, safe operating condition, book programs which appeal to our customers, and not be deterred or deformed by warped pressures, advertise our attractions with thought and care, provide good refreshments at proper temperatures served from immaculate stands by smiling attendants, we can look forward to the coming season with confidence and the realization that we will provide many happy hours of entertainment for the citizens of our various communities during 1964."

Other home office personnel including Arthur Stein, Earl Lehman, Larry Day, Gus Campagna, and Richard Day discussed operations of their various departments. Jerry Greenbaum and M. E. McClain, district managers for Central States, were also in attendance.

A thorough discussion of 1964 plans was held in each of the three meetings covering concession stand operations and new items to be introduced in 1964, various promotional and advertising plans for the new season, accounting procedures and changes, and product.

Discussion of forthcoming product for the drive-in theatres was conducted, with considerable time being given to the proper pictures to play as combos to obtain the best results. Various programs that were suggested will be tested and tried in selected theatres before extensive campaigns will be developed for circuit use. The trend in movie content was discussed, the realism that has become a part of today's movies, and the importance of theatre operators realizing that this is a changing condition that must be accepted and properly handled.

The hobbies and various fads that become popular were widely discussed, particularly the importance of taking advantage of these happenings and putting them to work in theatre events and promotions.

Each manager was provided with a special advertising kit containing special campaigns for unit shows, as well as material to be used around the holiday periods in the summer months.

Joint PR Venture Set

NEW YORK—Two of the nation's largest public relations agencies, Rogers & Cowan, Inc., and Harshe-Rotman & Druck, Inc., announced the formation of a joint venture, Information Service Industries, Inc.

Through this jointly owned entity, the two public relations firms will pool their talents and offer a broader spectrum of public relations services to clients. In addition, it was announced, the firm will explore opportunities for acquisitions and mergers in related fields here and abroad.

Each of the public relations agencies will continue to operate under its own name and will serve its clients through present staff and offices. Together the two firms employ a total of 180 people.

BV, Exhibs Map Campaign For "Merlin Jones" Break

NEW YORK—Irving H. Ludwig, president and general sales manager of Buena Vista, and a group of key local exhibitors attended a campaign planning seminar for the New York metropolitan area release of Walt Disney's "The Misadventures of Merlin Jones," opening March 25.

More than 50 circuit executives and theatre managers, representing 19 houses in Manhattan, Brooklyn, Bronx, Queens, Nassau, and Westchester attended.

In addition to thorough briefings on the overall national advertising and publicity campaign, the showmen were exposed to a veritable barrage of special exploitation projects geared for their specific engagements.

Spearheading the area wide exploitation campaign will be a "Direct from Disneyland" all-star troupe headed by Annette, Jimmie Dodd, Donald Duck, Mickey Mouse, Goofy, Pluto, and Candy Candido.

The Disneyland contingent will herald the March 25 opening by appearing in person at the following theatres: Manhattan—Loew's Olympia, Trans-Lux 85th; Brooklyn—Century's Marine and Oceana, Randforce's Beverly, Sea Vue, Interboro's Fortway; Bronx—Loew's American, Brandt's Post Rd. and 167th St.; Queens—Century's Bliss, Queens and Prospect; Nassau—Hewlette, Wantaugh, Glen Cove, Century's Morton Village. They will also make personal appearances in schools and campuses throughout the city, hold press, tv, and radio interviews.

Representing the Disney distribution subsidiary at the meeting were James V. O'Gara, eastern division manager; Leo Greenfield, western division manager; Charles Levy, advertising-publicity director; Bob Dorfman, promotion and exploitation manager; Louis E. Gaudreau; Herb Robinson; Vito Sperti; Alan Bornstein; Stuart Ludlum; Steve Keller; Frank Petraglia; Jack Herschlag; and Arlene Ludwig.

Reade Unveils Wonderama

PLAINFIELD, N. J.—A premiere demonstration of Wonderama, a new deep-curve screen process controlled by Walter Reade-Sterling, Inc., was held at the Strand Theatre here. Walter Reade, Jr., chairman of the board, said Wonderama was intended for 35mm situations where the public had not had the opportunity to see this kind of presentation.

Complete equipment for the process will cost approximately $3,000, including loan of a special prismatic lens compatible with any projector. It uses a wide, deeply curved screen that will be installed in front of theatre's existing screens by erecting a temporary framework that can be removed within 24 hours. Booth conversion, said to take 20 minutes, involves removing the projector's lenses and replacing them with special Zeiss-Ikon lenses available in a wide range of focal lengths for any screen throw.

No D-I release schedule is planned at the time, Reade said. He said films shot for 70mm could be adapted, by use of a special printer, for the Wonderama process. To be handled on a rent-royalty receipt basis, the process will be offered to other producers. Reade told the gathering of industryites that another Wonderama release will be available this year. Added details can be found in "The New York Scene," in this issue.

USIA's Stevens, MPAA's Hetzel Map U.S. Festival Participation Policy

NEW YORK—George Stevens, Jr., director of the U. S. Information Agency's Motion Picture Service, and Ralph Hetzel, acting president of the Motion Picture Association, announced the policy to be followed for United States participation in international film festivals during 1964. The agreed upon policy memorandum was unanimously endorsed by the MPAA's board of directors.

Any necessary coordination during the course of the year on the details of festivals arrangements will be worked out through informal consultation between USIA, the Festival Film Selection Committee, and the Motion Picture Association through a coordinating committee consisting of Stevens, Fred Zinnemann, Arnold Picker, and Ralph Hetzel.

The official American film entry for each of the major festivals will continue to be selected by the Film Festival Selection Committee headed by Zinnemann, which has been dealing effectively with this function since it was established at the request of USIA two years ago. Additional entries at such festivals, however, will be left for direct arrangements by the festivals authorities and individual film companies in consultation with the coordinating committee.

Other film festivals where officials entries are not selected will be expected to make direct arrangements with individual film companies for picture to be entered in their festivals. The coordinating committee will consult as necessary to advise on participation in these events and should be kept informed of all arrangements by the festivals and the companies.

The Council on International Nontheatrical Events (CINE) will continue to be responsible for arrangements for short subjects and nontheatrical film entries.

Stevens' office has accepted the responsibility for coordinating participation of film personalities, film-makers, and industry executives in the major international film festivals, calling upon Hollywood Guilds and the Association of Motion Picture Producers in Hollywood for such aid as necessary.

Maximum participation by top level elements of the U. S. Government in Washington and from our embassies abroad will be encouraged. The Department of State will continue to accredit the official delegate to represent the Government at each of the major events.

The policy was worked out in consultation among representatives of USIA, the Motion Picture Export Association, the Hollywood Guilds Festival Committee which includes the Guilds, the Hollywood Association of Motion Picture Producers, and the Motion Picture Export Association's foreign mangers committee on film festivals, which include Wolfe Cohen, Warner Bros.; James Perkins, Paramount; Arnold Picker, United Artists; and Mo Rothman, Columbia.

Fox, MGM, Col. Report Progress On Joint Studio

NEW YORK—Twentieth Century-Fox, M-G-M, and Columbia announced that substantial progress had been made in furthering the plans to create the three-company studio facility.

Representing Metro in the discussions were Robert O'Brien, president; Ben Melniker, vice-president and general counsel; and Ray Klune, studio vice-president. Representing Fox were Seymour Poe, executive vice-president, and Fred Metzler, executive studio administrator. Darryl F. Zanuck did not attend since he is presently out of the city. Representing Columbia were A. Schneider, president; Leo Jaffe, executive vice-president; and Gordon Stulberg, vice-president and studio executive.

All facets of the project were discussed, and it was announced that further meetings will be held at regularly scheduled times until the three-company studio facility is brought to fruition.

Pepsi-Beatles Promotion

POP CORN
HI-GIRLS
BEATLE CLUB PIN
PEPSI-COLA
HOT DOG & PEPSI

TORONTO — Jack Fitzgibbons, vice-president and general manager of Theatre Confections, Limited, was not only thinking young but was thinking ahead when he devised his Beatle Pin promotion for concessions in the Canadian chain.

Weeks before the Beatles made their frenetic personal appearances on North American territory, Jack got on the trans-Atlantic phone, ordered a supply of Beatle pins from an English manufacturer, had them flown to Canada, and was all set with point of purchase material when the "Beatle mania" hit these continental shores.

The Beatle-Pepsi-Cola promotion, Jack reports, showed results similar to the four Beatles themselves. "The word is sensational," says Jack. In photo (above), two Beatle fans admire each other's pins while sharing refreshments at a Theatre Confections' stand.

MGM Votes Dividend

NEW YORK—A quarterly dividend of 37½ cents, payable on April 15 to stockholders of record March 17, was voted by the board of directors of Metro-Goldwyn-Mayer Inc., following the annual meeting of stockholders, at which officers, led by president Robert O'Brien, were reelected.

Mayotte Joins Filmways

NEW YORK — Lee Moselle, president of Filmways, Inc., announced the appointment of Roland A. Mayotte as a member of his executive staff. Mayotte, who was recently associated with the brokerage firm of Francis I. DuPont, will spearhead a special program dealing with potential business acquisitions by Filmways in the non-entertainment field.

LONDON Observations

By Jock MacGregor

NETWORKS ARE the rage with the with-it columnists. In show business, it is the Variety Club network that is with-it. Many a promotion would appear to have followed a Tent meeting. Following ABC's promotion of Marineland at Southsea with Barker Billy Smart, past Chief Barkers C. J. Latta, Jack Goodlatte, and Billy Butlin are to develop Ventureland at Blackpool. This unique 800 acre entertainment center will include a 1000 car ABC drive-in theatre, holiday camp for 8,000, county show and exhibition area, oceanarium, zoo with animals living in surroundings typical of their own habitat, trotting track, 18 hole championship golf course, and leisure gardens on the lines of Copenhagen's Tivoli Gardens. A sailing and boating area will be created from surrounding lake and swamps.

IN THE BATTLE for the leisure hour, film corporations are having to diversify. Rank, under John Davis' leadership, has so many activities that today it is as much an industrial as movie enterprise in the eyes of city financiers, who rate the shares highly. Now comes Sydney Bernstein's annual report and accounts for Granada, and one sees how he too has expanded into other fields. Indeed, he starts by discussing his tv operations, abhoring new taxes on commercial tv, recalling entertainment tax on theatres, and stressing the unquestioned success of their school and regular programs. Besides tv interests at home and abroad, Granada runs tv, radio, and office furniture hire services, motorway services, restaurants, candy shops and property development and publishing companies.

The report claims individual records being broken in their 38 theatres on 53 occasions despite the three month freeze-up and an alleged shortage of good quality films. Granada's attendances were down by only six per cent against the national average of 11 per cent, while its gross takings were up two per cent. Bernstein greatly resents the $420,000 which Granada has to pay for the privilege of opening cinemas on Sundays, and urges local authorities to follow the more enlightened who have granted relief from "this unfair charge" without waiting for Parliamentary action. Seven of the top 10 films for the year on the circuit were British. They were (in order of success) "Summer Holiday," "On The Beat," "Doctor in Distress" "Doctor No," "In Search of the Castaways," "Sparrows Can't Sing," and "Wrong Arm of the Law." "The Great Escape," "Jason and the Argonauts," and "South Pacific" were the best imports at two, six, and seven respectively. No mention is made in the report or the enclosed "Granada 63" of bingo.

THE ROYAL SOCIETY of Arts staged a discussion on the future of British films with Robert Clark, president British Film Producers Association, in the chair and Herbert Wilcox as speaker. Clark suggested that the outlook was terrific and believed because of the exceptionally good pictures of late that attendances would be increased. He added that he thought the film industry attracted to itself too much harmful publicity by moaning. He suggested that film people should stop talking about bad and indifferent pictures, and that if some British producers would concentrate on making films and divorced themselves from an urge to appear in the press, the industry would make better progress. Wilcox, after referring to the will of the wisp American market, was also optimistic, believes that the producer working in Britain has the best of two worlds now that the accent is becoming universally accepted. He wants to make two more big subjects and retire—and for a 72-year-old that would not appear a bad prospect. The question period proved dull and uninspired.

THE MARBLE ARCH ODEON has held its last premiere. As soon as "The Long Ships" ends its run, the wreckers will take over. On the site will rise a skyscraper office and apartment block which will include a 1500 seat theatre on a second floor level. Built close to the site of historic Tyburn Gallows, where many a villain to say nothing of the idle apprentice was hanged, a number of skeletons were unearthed when it was built about 36 years ago. . . . Congratulations to George "Bud" Ornstein on being appointed head of UA production in the United Kingdom. The odd thing is that I had been of the impression that he had held this position for some time. Anyway, he played a major part in setting up "Dr. No," "From Russia With Love," "Tom Jones," and other block busters. "Tom Jones" has won for John Osborne the British Screenwriters Guild Award for the best British comedy screenplay, and looks like being the year's most feted picture. The runner-up award went to Keith Waterhouse and Willis Hall for "Billy Liar." Best British dramatic award went to Harold Pinter for "The Servent," with David Storey runnerup for "This Sporting Life." It is no secret that many in the trade were scared of "The Servant," and here really would appear to be a case of the critics making a picture. Reviews were ecstatic, and it has never looked back. Rarely can an admitted art subject have done such business in commercial houses. The critics, too, have been lavish in their praise for Clive Donner's Anglo Amalgamated release for Warner Pathe, "Nothing But the Best," and if Nat Cohen and Stuart Levy did take the unsolicited compliments from the critics at the ensuing champagne buffet with a grain of salt, their eyes must have popped when they read the notices. It has opened big. . . . Bumped into Ken Jones and Bill Williamson during one of their sorties on London and found that they are allowing their Picture House, Stratford on Avon to participate in the 400th Shakespeare Anniversary by showing Shakespearean films from Britain, America, Russia, and Japan on various occasions. . . . Carl Foreman, while working on his next project, "The Young Churchill," is spending two months lecturing at the Hebrew University of Jerusalem on film writing at the Israeli Government's request.

TOA-ALLIED BRIEF

(Continued from page 6)

it use a system which does not respond solely to the short-run gain of obtaining the highest bid on each film, but which also spreads films sufficiently to ensure continuing market coverage.

"This case, amici curiae respectfully suggest, provides neither the appropriate occasion, nor an adequate context in which to assess the function and legality of an industry-wide mode of distribution. We submit that this split is clearly a lawful practice. . . .

"That the petitioner is actually seeking a review of its evidence is easily demonstrated. Petitioner claims that the split lowers film rentals. If so, it benefits petitioner. . . .

"The split does not have a 'pernicious effect on competition,' nor does it 'lack . . . any redeeming virtue.' . . .

"When this court refused to compel competitive bidding, it necessarily contemplated other methods of distribution, and, indeed, explicity mentioned their desirability. The split is the best alternative since it does not tie particular exhibitors to particular distributors. Thus, there is no taint of that vertical integration which Paramount (the court case) found objectionable. For this court to strike down the split would be effectively to compel competitive bidding and thus to reverse its decision in Paramount."

The brief concludes, "The lawfulness of the split is also shown by the lawfulness of a parallel practice, clearance. As Paramount points out, clearance is a vertical restriction on an exhibitor's showing of a picture to the public. The split is a vertical restriction on an exhibitor's renting of a picture from a distributor. Since reasonable clearances are lawful, it follows that reasonable splits are lawful as well. The two practices are indistinguishable in economic and legal principle, as well as in their indispensability to the motion picture industry."

UA Promotes Ornstein

LONDON—George H. Ornstein has been appointed head of United Artists production in the United Kingdom, it was announced by Ilya Lopert, UA executive.

Ornstein, in his new capacity, will represent the company in all new production projects involving the United Kingdom and will act as liaison between production there and the United Artists' home office in New York.

Joining United Artists in 1946, Ornstein has served the company in various executive capacities in the foreign and production departments.

Peter Gabriel, WCMB's popular disc jockey, left, presents Harrisburg's "Merlin Jones" with the watch and records awarded him in a contest arranged for Buena Vista's "Misadventures Of Merlin Jones" by Donald Bonstein, center, manager, Senate, Harrisburg, Pa.

New...from EASTMAN...Type A704-the uniform magnetic sound recording film

Get brilliant tone quality...greater depth... more vibrant highs...improved balance

LISTEN: First, to Type A704—Eastman's new magnetic sound recording film; then, to conventional films! You'll recognize the difference immediately. "R-type" binder—permitting smoother, more homogenous oxide coatings—reduces surface noise and intermodulation distortion.

At the same time, extremely wear-resistant and chemically stable, "R-type" binder minimizes oxide build-up on equipment, making for longer recording usefulness.

Most important, "R-type" binder permits *uniform* oxide coatings of superb magnetic characteristics which result in high output and low print-through . . . *more vibrant highs, a more natural balance between highs and lows.*

Another valuable convenience. "Lifetime Coding" offers an accurate means of indexing film as well as a useful reference for logging of bias settings, re-use and purchase data.

AVAILABLE NOW: 16, 17½ and 35mm widths—complete range of cores and windings. For further information about EASTMAN Magnetic Sound Recording Film, Type A704, and new EASTMAN Sound Recording Tapes, contact:

Magnetic Products Sales Division

EASTMAN KODAK COMPANY
343 State St. Rochester, N.Y.
200 Park Ave. New York, N.Y.
130 E. Randolph Dr. Chicago, Ill.
6706 Santa Monica Blvd. Hollywood, Calif.

Teleprompter, MCA Join For Auto Race Telecast

UNIVERSAL CITY, CALIF. — MCA-TV announced that Teleprompter Corporation, a pioneer in the development of closed-circuit television for meetings and special events, will supply coast-to-coast cable network facilities and services for the May 30 telecast of the Indianapolis 500-Mile Automobile Classic.

The four-hour coverage of the internationally famous Memorial Day race, which MCA-TV will televise into theatres and arenas for the fist time, will be the longest and most extensive closed-circuit sports project ever undertaken.

Jay Michaels, sports supervisor for MCA-TV, said that MCA-TV has been working with Teleprompter Corporation for more than four months on technical aspects of the gigantic closed-circuit network.

Jay J. Merkle, Teleprompter vice-president in charge of closed circuit operations, said the company will maintain an elaborate quality control system, with engineers in key locations constantly in two-way communication to assure top-notch reception of the telecast throughout the vast network.

While Teleprompter Corporation has logged thousands of hours and many impressive firsts in the production of closed-circuit telecasts of industrial meetings, cultural and sports events and military training programs, Merkle pointed out that the "500" telecast requires a great deal of special planning.

Glen Alden Earnings Up

NEW YORK—Albert A. List, chairman of the board of Glen Alden Corporation, announced that for 1963 the corporation achieved its best financial performance since the merger in 1959 of List Industries and Glen Alden.

Glen Alden's 1963 earnings were $7,898,000 on sales and revenues of $118,765,000. This equals $1.43 per share. In 1962, Glen Alden earned $7,514,000 on sale and revenues of $115,004,000. In 1963, Glen Alden's net income increased 44 per cent over its comparable 1962 income of $5,325,000, which figure was exclusive of profit on the sale of properties in the amount of $2,189,000.

List further announced that unaudited results for the month of January 1964 reflect a profit of $7,100,000. This figure includes a profit of approximately $5,500,000 as a result of the sale by Glen Alden of its interest in American Hardware Corporation and a profit of $750,000 on special items.

W & M Producing For Theatres

SANTA CLARA, CALIF.—W. & M. Productions, Inc., has just formed the Monterey Company for the purpose of producing feature pictures for the art house market.

The firm, formerly in advertising and industrial films with 16mm, has completely changed over to a 35mm operation. According to William S. Wall, president of the firm, "We are situated in one of the prime location shooting areas of the country and we intend to take full advantage of it.

"We are a completely integrated motion picture plant with all departments, including story, art, camera, sound, and a full union crew under one head, Patrick O. Moore, vice-president in charge of production."

Max Miller, center, United Artists publicist, recently received for the producers of "Lilies Of The Field" the 1964 religious drama award to be presented by the National Catholic Theatre Conference in August. From left to right are Sister M. Honora, O.P., chairman of Detroit convention; Donald Waters, member of NCTC board; Miller; Jeanne O'Neill, NCTC executive office in Washington, D. C.; and Rev. Gilbert V. Hartke, O.P., president of NCTC.

Circuit Boss Optimistic About 1964 Releases

SAN ANTONIO—William O'Donnell, president, Cinema Arts Theatres, with headquarters in Dallas, was a visitor here to check on local operations with Cinema Arts city manager Tom Powers. The circuit operates four theatres here, the Texas, Josephine, Woodlawn, and Laurel. The circuit also operates theatres in Fort Worth and Houston.

O'Donnell said that the motion picture business in Texas and elsewhere is better than it has been for many years and promises to be even better in 1964. He said that this year's product promises to be the best in seven years.

He was outspoken concerning the many outstanding pictures being readied for release during the months ahead and said that many of these were already under contract to be shown at the Cinema Arts theatres.

O'Donnell was optimistic concerning the big blockbusters that will soon be released, with many to be shown on a road show basis. He praised American International Pictures for filling the gaps between the big blockbusters. He was also high in praise for the Walt Disney releases.

Md. Obscenity Bill Dies

ANNAPOLIS, MD. — House Bill 276 intended to abolish the Maryland Board of Motion Picture Censors and to stiffen the laws on obscene films was killed by the House Judiciary Committee.

N. C. Governor, CORE Discuss Demonstrations

RALEIGH, N. C.—Governor Terry Sanford held a three-hour conference with national officials of the Congress of Racial Equality regarding recent demonstrations against motion picture houses and other places of public accommodation in North Carolina.

Capus Waynick, High Point, the governor's special assistant on racial matters, said, "We had a general discussion of what CORE has been doing in North Carolina. We discussed the various communities where these demonstrations have been held, and we talked of the Governor's proposal for alternate methods for keeping these demonstrations, if not off the streets, at least free of civil disobedience."

He said the "right of the Negroes to march or protest" was not questioned.

"There was the suggestion that civil disobedience and breaking the law can only result in North Carolina in arrest and trial and is not likely to promote the Negroes' cause," he said.

He said, "There was no contract or agreement about the discontinuance or holding in abatement the street demonstrations."

Attending the conference were James Farmer of Philadelphia, national CORE chairman, and Floyd McKissick of Durham, N. C., CORE national chairman.

Jaeger Joins Carthay

BEVERLY HILLS, CALIF.—Albert Jaeger has been named administrative executive of Carthay Center Productions, Inc., National General Corporation's newly-formed motion picture subsidiary, it was announced by Irving H. Levin, NGC executive vice-president and head of Carthay Center Productions.

Jaeger will serve as liaison between Levin and various independent producing units. Carthay's first picture, "What Little Girls Are Made Of," to be produced and directed by Norman Lear and Bud Yorkin, was announced by Eugene V. Klein, National General Corporation president. Shooting is set to start in August.

"McHale" To Big Screen

UNIVERSAL CITY, CALIF. — "McHale's Navy," top show on the ABC-TV network, will be brought to the motion picture screen as one of Universal's most important color features for this year, it has been announced by Edward Muhl, vice-president in charge of production.

Ed Montagne, who has produced the popular Revue TV series for the past two years, will produce and direct the color feature.

NEW YORK SCENE (*Continued from page 14*)

Wonderama could be wonderful.

THE METROPOLITAN SCENE: Samantha Eggar, British actress, not only has beauty but brains as well, if a bit of conversation at a cocktail reception the other night at the Sherry Netherlands is any criterion. She's on her way west to make "The Collector" for Columbia. . . . The French Consul General hosted a reception, the start of the Festival of French Film Classics at the French Consulate. . . . If Weeki Wachi's Jack Mahon is looking for complaints, we've got 'em. Press people want to know what happened to the coconuts the state promotion agency was to mail for them. No one received any, and half a dozen asked us if this was a new version of the old shell game. . . . Nice note in from Don Knotts relative to "The Incredible Mr. Limpet" junket in you-know-where. . . . Debbie Reynolds was guest of honor at a cocktail party at Sardi's following screening of the "The Unsinkable Molly Brown" with press and exhibitors in attendance. . . . Margaret Okun was due out of the hospital last week, and they may be back in N. Y. in April. . . . MGM sent over a button with the inscription "I'm A Kissin' Cousin." So far, the gals have only been lookin and not kissin. . . . That David Wolper produced plug for "Night of the Iguana" went out over 170 NBC-TV stations, and a rerun will be in order in the summer when the film is in release. Yes, Liz is in two brief bits.

ATLANTA

Continuation of area meetings for members of Theatre Owners of North and South Carolina was voted by the board of directors at a meeting of the organization at Charlotte, N. C., headquarters. All South Carolina exhibitors are invited to attend the Columbia, S. C., meeting on March 18. The eastern exhibitors will meet in Winston-Salem, N. C., on April 29. . . . Lois Nettelton, co-star of MGM's "Mail Order Bride" was on a tour of North and South Carolina. . . . Eddie Watson, Rebel Drive-In, Alabaster, Ala., plans on rebuilding the concession stand which burned recently. . . . Ruby Walters, Universal staffer, checked in at the office after a spell of illness.

BOSTON

Al Daytz theatre interests have opened a new 500-seat house in Cambridge near Harvard Square, named the Esquire, and have established a first run policy. The new theatre will run with downtown Boston theatres, Daytz said. Daytz theatre interests now operate the Park Square Cinema and the Kenmore Square Cinema in downtown Boston. The Esquire is the third art house in their new art circuit in greater Boston. . . . Yvonne De Carlo, who is being seen in "Global Affair" at the Orpheum, is coming to Boston as leading lady of Morton Gottlieb's Broadway comedy hit, "Enter Laughing," which played a year and a day at the Henry Miller Theatre there, opening at the Wilbur on March 16 for three weeks. Accompanied by Alan Mowbray, Irving Jacobson, and Alan Arkin of the cast, she arrived in Boston for press interviews. . . . Boston stages will be filled with motion picture personalities during the spring season. Richard Burton will be playing "Hamlet" at the Shubert, opening March 24; "A Funny Thing Happened on the Way to the Forum," with Edward Everett Horton and Arnold Stang in the cast, just finished four weeks at the Shubert. . . . Angie Dickinson came in for press interviews; Rosalind Russell arrived to receive the Harvard Hasty Pudding award as woman of the year.

BUFFALO

Angie Dickinson was in Buffalo to help exploit "Captain Newman, M.D.," in which she is co-starred with Gregory Peck and Tony Curtis. Angie was met at the airport by a member of the Mayor's family, presented with a bouquet, and escorted in Hizzoner's auto to her suite in the Statler-Hilton. The star was interviewed by Ardis Smith of the Evening News in her suite. She visited city hall, where she was welcomed by Mayor Chester Kowal and presented with the key to the city. Several radio interviews and a press luncheon followed. . . . A proposed coin-operated vending machine ordinance is beginning to resemble the reluctant bridegroom who balks at the church door. The long debated measure was sent back to committee by the Common Council for the second time in three months. . . . Says a columnist in the Buffalo Evening News—"Lads laughing at lunch that Al Petrella, a Republican (and a director of Tent 7, Variety Club of Buffalo) could get himself elected as councilman-at-large in Buffalo with its heavy Democratic registration, but lost the election as director of the Ad Club. But Al's going to run again—this time for the 40th Congressional district seat." . . . "Recent reader complaints about local late movies are well justified," says Jack Allen in his column in the Courier-Express. "What you're seeing in some tv film packages, usually presented as double-headers, are in essence third-run feature movies. It works this way. You take an old feature movie, a good one like 'Casablanca' or 'Laura.' The original producer, a Hollywood studio, remakes the film a few years after original release with a new set of actors inferior to the first stars. The retread makes the rounds of movie houses under a new title. Then the remake is sold in a package for distribution to television stations. It's usually retitled again, then chopped down to 45 or 50 minutes for the late show. And 'chopped' is the word, when film editors destroy all continuity of speech and action. This mish-mash is then compounded by a number of commercials on the small screen. Such total ruination of an originally good product has directors of the original movies mumbling in their studios. It's amazing to us why any viewers lose a few hours sleep to watch such watered-down fare. Or perhaps it's the perfect sleeping pill." . . . The Federal Communications Commission has granted approval of the sale of most of the assets of Transcontinent Television Corp. The approval came within hours after stockkholders of Transcontinent had voted more than 92 per cent of the outstanding stock in favor of the deal, which involves $38 million in cash and the assumption of about $6.6 million in debt and about $4 million on contingent liabilities. . . . The Federal Communications Commission has authorized the McLendon Corp. to move WYSL-FM to a new location at 189 Van Rensselaer street, Buffalo, and increase its power. The station is be allowed to step up its power 10 times and increase its antenna length.

ADDENDA

The recently published ATLANTA Exchange Listing did not include INDEPENDENT FILM DISTRIBUTORS, INC., 804 Bona Allen Building, 133 Luckie St., N.W., Area Code: 404—Phone: 524-7579-0. Manager: SAM DAVIS.

CHICAGO

Kerosotes Theatres added the Hub, Rochelle, Ill., to their circuit. Mike Tullin was former operator. . . . Women's division of the Variety Club of Chicago elected the following officers for 1964: Virginia Grand, president; Sally Madden, vice-president; Bea Russo, recording secretary; Sonia Gold, treasurer; and Trudy Taylor, general secretary. . . . Swibel management of the new Marina theatre, under construction at State and Dearborn, reports that it will be several months before the theatre will be completed. The theatre will have 1,640 seats and will show both films and legitimate attractions. . . . Arnold Schwartz, owner of the Fine Arts Building, which houses the World Playhouse died. . . . Edward Seguin, publicity director Balaban and Katz, has been named to State Street Merchants Committee to boost 1964 promotions for the leading State Street retailers. . . . American Seating Cimpany broke all sales records for 1963 with a total of $47 million in sales for the year, exceeding the sales for 1962 by $7 million dolars. Management reports good sales outlook for 1964. . . . Oscar Brotman, theatre chain owner, has formed Aragon Enterprises to manage the Aragon Amusement Building. . . . H. E. Lafontant has organized the Regal Theatre Company to manage and operate the 3,000 seat Regal. . . . Dick Taylor, formerly with the publicity department of Balaban and Katz, has been named to the publicity department at Paramount exchange, taking over the duties of Bob Miller. Miller has resigned from Paramount and has taken over publicity duties for a theatre circuit in Minneapolis. . . . Angie Dickinson met the press to bost her newest film, "Captain Newman," which will open at the Chicago this Easter. . . . Irving Mack, Filmack Corp., is recovering after surgery at the Columbus hospital. . . . NAC has chosen the Conrad Hilton Hotel here as the place for its 1964 convention and trade show Sept. 27-Oct. 2, according to an announcement made by Edward S. Redstone, president. . . . Ronald Kuhlman, general manager, Pickwick Circuit, said plans are underway for remodeling of the Howard, the extensive work being done without closing the theatre. The house was formerly under Balaban and Katz management for 20 years, the circuit having terminated their lease on Jan. 1 of this year. George E. Phillips, owner of the Pickwick, Park Ridge, Ill., and owner of the Howard Theatre building, has taken over active management of the Howard. . . . Alan H. Macdonald, son of the late James M. Macdonald and Jean Macdonald, Chicago correspondent of MOTION PICTURE EXHIBITOR, was recently wed to Edith Mae Payne, daughter of the late Mrs. Esther Payne of Chicago. . . . Bill Schaeffer has resigned as aide to Wally Heim, press agent at United Artists, to join Paramount's exchange in Dallas. Don Wilson has taken over Schaeffer's duties at United Artists. . . . Filmack and Bereson companies are planning to introduce commercial films into neighborhood theatres to be shown along with regular film programs. . . . Kohlberg Theatre Circuit has awarded its contact for the building of a 1,800 seat hardtop theatre in Lincolnwood to Albert Hoffman Co., builders. . . . Chicago premiere of "My Fair Lady" will be at the Palace, under Wirt Coston management, as soon as Warner Bros. releases the film for distribution. The film will be shown on a reserved seat basis. John Fett has been named manager of the Palace. . . . Harry G. Kipke, assistant to the president of Coca-Cola Co., is retiring as president of the Chicago Convention Bureau.

The finest carbons ever made...

NATIONAL
TRADE MARK

PROJECTOR CARBONS

. . . Sam Meyers has returned to the active management of his surburban theatres. Teatro del Lago, Wilmette, Ill., and Glencoe, Glencoe, Ill., after the recent death of his wife in Hot Springs, Ark. . . . Herb Ellisberg, recovering from an illness, parted company with the Kohlberg Theatre chain, which he had helped build to emininse. He'll remove his own Rockne from the Kohlberg holdings. . . . Samuel Bronston and his wife, Dorothea, plan to attend the premiere opening here of his production, "The Fall of the Roman Empire," at the Michael Todd on April 17. . . . Film row has sent condolences to Dave Malcom, theatrical booker, on the death of his wife, Marian, a former Abbott dancer. . . . Cecil Beaton's costumes for "My Fair Lady" will be modeled in the annual benefit fashion show Sept. 23 ,of Presbyterian St. Luke's. Mrs. Gardner Stern, co-chairman of the fashion show, convinced Warner Bros. officials that the movie would set the scene for the fashion show.

CINCINNATI

Rube Jackter, Columbia general manager, and Sam Galanty, division manager, discussed the company's upcoming releases at a luncheon meeting in Hotel Shearton-Gibson. Phil Fox, local exchange manager, presided, and attendant guests included John Goodno, general manager, Palace, Huntington, W. Va.; Mike Chakeres, Chakeres Circuit, Springfield, O.; Jack Haynes, Cincinnati Theatres, and Roy White, Mid-States Theatres. . . . The local 20th-Fox exchange salesmen who won the European trip for two at the Pioneer anniversray celebration in New York are in a dilemma. How to divide a trip for two among four salesmen—three married and a bachelor? . . . William Cornn, formerly assistant manager at Twin Drive-In, is new manager of Colonial, Middletown, O. . . . The J.M.G. Film Co., has been appointed exclusive representative for Marathon's "Country Music on Broadway," scheduled to play approximately 80 situations beginning in May.

COLUMBUS, O.

Ron Pataky, theatre editor of the Citizen-Journal, and Jim McCafferty, assistant theatre editor of the Dispatch, participated in an Open Mike question-and-answer session aired over WBNS radio on the state of entertainment in Columbus. . . . N. G. Petroff, Liberty Enterprises, Elyria, is the newest member of the Independent Theatre Owners of Ohio, reported Ken Prickett, ITOO executive secretary. Petroff operates the Liberty in Vermilion. . . . Ron Pataky printed a report that "Cleopatra" will open in March at the New Main and Beechwold neighborhood theatres. . . . Playhouse-on-the-Green in suburban Worthington is lining up attractions for its 10th summer season. Producer Sallie Jones Sexton has been in New York city arranging the schedule. . . . George Hahn is subbing for vacationing Mary Jose, theatre editor of the Columbus Star.

DALLAS

Edwin Tobolowsky, general counsel, Texas Drive-In Theatre Owners Association, was presented with the Hardin Award at its recent convention here. . . . Funeral services were held for Fred Morley, longtime employee of Frontier Theatres, Inc., who died in a local hospital after a long illness. He began working in the motion picture business in the silent era of movies as a projectionist. After becoming associated with the Griffith theatre companies, he traveled through the boom towns of the southwest establishing Frontier Theatres. The local office was closed for the funeral services. He is survived by his wife, a son, a daughter, a brother, a sister, seven grandchildren, and two great grandchildren. . . . Walter Wood and his business associate, Plato Destan, were here to look at the western set of Cinema City near Cleburne, Tex., as a possible site for the filming of Wood's next production, "Viva O'Rourke." Glenn Ford is being sought for the title role and the entire film would be shot at Cinema City and other Texas locations. . . . Tay Garnett will be director of "Five Horsemen from Hell" to be shot at Cinema City, which was created by Bob Callahan. The film will have in its cast Rory Calhoun, Gloria Grahame, Tim Holt, and Myron Healy. Shooting is expected to start in late March. "Indian Paint," produced by Callahan at Cinema City is scheduled for release in March. The film stars Johnny Crawford. . . . Mrs. Nettie Holt is president of Diamond International Pictures Corp., which has five pictures either in release or ready for release nationally, with five more to be completed this year. Bob O'Donnell is vice-president and Robert Hartgrove, the son of Mrs. Holt, is general sales manager. . . . Norm Levinson, general manager, Trans-Texas Theatres, has begun preliminary talks with Paramount for the booking of Samuel Bronston's Cinerama release, "Circus World," to open at the circuit's Capri during the period of June 17 to 24 when the film will be released. . . . John Q. Adams, executive vice-president of Interstate Theatres Circuit, was presented the Distinguished Service Medal and plaque for his contributions to the Texas Heritage Foundation. . . . Jane Fonda was in to promote MGMs "Sunday in New York."

Arthur Wirtz, president, Palace Theatre Corporation, signs a contract for MGM's "Unsinkable Molly Brown" to open first run Chicago at the Palace, June 24, as theatre executive James E. Coston and MGM's William Madden look on.

DENVER

Pete Anselmo, manager, Paramount, is continually keeping the publicity fires burning. No sooner had he finished with a fishing contest idea that garnered a whale of a lot of newspaper space for "Man's Favorite Sport?" when he started work on a Sadie Hawkins Day promotion that gives promise of becoming another great space grabber. . . . The annual style and hat show of the Denver WOMPIs was held at Camp Rondette with all the proceeds going to Holy Ghost Youth Center. . . . The "Forward Look 64-65" meeting is slated for Denver in May. Committee assignments are now being made. . . . Fiesta Drive-In, operated by U.A. Kane in Las Cruces, N. M., is being converted into a twin tower. Installation is by Western Service and Supply; all transistor sound by Century, and same brand projection equipment, with Strong Futura lamps and Bi-Power rectifiers being installed. A completely self-service consession stand to feature cotton candy and a caramel corn is being installed by Butler Fixture Co., Denver. . . . Open heart surgery was performed on the granddaughter, Marijo, of Herb Gumper, La Jara Theatre, La Jara, Colo., at Children's Hospital here. Her father, Max Gumper, went through same operation at same hospital 10 years ago. Full page story in Denver Post detailed the operation and unusual circumstances.

DETROIT

At a hearing here, the Central Business Downtown District Association painted a truly dismal picture of the area's condition. It included the information that the Broadway Capitol would close. (The Broadway Capitol, as such, ceased to exist several years ago when it was remodeled, renamed the Grand Circus, and is currently engaged in showing first run.) However, the object of the hearing was to secure a reduction in taxes, so a few grains of salt might be shaken from the report. These columns have been reporting optimistic developments for the downtown area. Not so much in immediate terms of the present, but what seems to be natural consequences of massive new buildings of all descriptions. Add to these: Senator Patrick McNamara (D) has announced the selection by the General Services Administration of a downtown site for a new Federal office building. The razed plot will be purchased from Detroit's Urban Renewal Administration for $1,870,574, and on it will be erected a structure to house Defense and Treasury department units, and Veterans Administration, at a cost of $33 million. There will be 3,500 employees and/or potential patrons for downtown movie houses. . . . Variety Week for Variety Club of Detroit, Tent 5, was this year less concentrated, but none-the-less satisfactory. This year, to set the stage, the annual Champagne Installation Banquet for Barkers and Barkerettes was held prior to the week instead of during it. In previous years, a premiere has been conducted during the Week. In view of the fact that it has been found many of the high-priced ticket-buyers are in Florida or other southerly points at this time of year, it was decided to defer this event several months. So, the compensation is a before, during, and after opportunity for publicity. This year, both the Governor of the state and the Mayor of the city did the proclaiming bit. Again, the name of a city park by consent of the Common Council and by means of prominent signs was changed for the duration to Heart of Variety Park. As usual, press, radio, and tv covered well. An added advantage of spreading the goddies was that all came through without bordering on nervous exhaustion.

Here was held one of the six screenings staged in as many major cities to determine whether in opinion of those attending "The Unsinkable Molly Brown" really was or wasn't. Fourteen hundred witnessed the film at the Adams, and 100 of the elite were summoned to the Ivory Room-Studio Bar suite at the Statler Hilton Hotel to snack, drink, and discuss. Reaction seemed just about unanimous, MGM hosts Lou Marks, division manager, and Ed Susse branch manager, learned from their guests. That was that "Molly" would be a box-office winner if about 20 minutes of what was deemed superfluous footage was eliminated. So tightened, it was felt, the picture would prove a profitable attraction.

HOUSTON

Stewart Granger was a visitor here for several days visiting the Houston Livestock Show and Rodeo. Granger is a breeder of Charolais cattle. . . . Maureen O'Sullivan, Hollywood actress, was a visitor here briefly while enroute to California. . . . Another visit was paid the city by James Stewart who remained at the Houston Airport Inn during his stay. . . . Ray Boriski, owner of the Alray, offered special student and faculty tickets to the showing of Sophocles' Greek tragedy, "Antigone." . . . The Red Bluff Drive In is offering a new low price of 80 cents a carload for its double bill program. . . . The Russian film titled "My Name Is Ivan" will be shown at the Jewish Community Center on March 21. . . . "Cleopatra" returned for its first suburban showing on March 5, opening at the Santa Rosa and Village at popular prices.

JACKSONVILLE

Linda Stringer, comely concession attendant at the suburban Edgewood, was crowned queen of a centennial celebration held at the George Washington Hotel, marking the 100th anniversary of the Battle of Olustee, the only major battle of the Civil War fought on Florida soil. Confederate forces were credited with winning the battle in a wooded area near Jacksonville. Art Castner, manager, Edgewood, who is a New York Yankee, excused Linda from work so she could help celebrate the Confederate victory. . . . Many local figures attended the grand opening of Smith Management's new Seminole Cinema, located between Sanford and Winter Park. On screen was an area premiere of "Cleopatra." After the premiere, Sam Seletsky, Smith Management official from Boston, returned the visit by calling at Film Row offices. . . . The local Tomlinson Co., owned by John Tomlinson, is now booking the new Dolphin Drive-In located at Freeport in the Grand Bahama Islands. . . . A reliable source reports that negotiations have just been completed between a theatrical firm and owners of the major Central Plaza Shopping Center in St. Petersburg for the early construction there of a new 1,200-seat de luxe indoor house. . . . Making business calls were Bill Carroll, Vogue, Orlando; Allan Iselin, who owns several theatre operations in the east as well as three Florida drive-ins; and Otis O. Ray, Jr., manager of Iselin's Gainesville Drive-In, Gainesville, who also books for Iselin's Florida operations; Pete Dawson, United Booking Service, Miami; Mack Grimes, Bailey Theatres, Atlanta; Robert Baum, Roosevelt Theatre, this city; and Jimmy Hobbs, Allied Artists district manager from Atlanta. . . . A team of WOMPI volunteers went into the local State Bank to perform an important task for the Northeast Florida Heart Ass'n. The WOMPIs worked until midnight sorting, tabulating, and counting an estimated $100,000 dollars worth of pledges and cash donations which were collected that day by hundreds of mothers who solicited the donations in all home areas of the city. . . . WOMPIs also went out in force to help medical authorities in carrying out a polio immunization program. . . . Local WOMPIs, who won the attendance prizes at the WOMPI conventions of 1962 and 1963, have already begun signing up for seats in a chartered bus scheduled to head for the St. Louis convention next Sept. 18-20. . . . The services of Johnny Jalenick and his orchestra have been secured for the industry dance to be held at the George Washington the night of April 27 under sponsorship of both the male Motion Picture Charity Club of Florida and WOMPI. . . . Dr. Frank Goodwin, professor of marketing at the University of Florida, delivered the main address at a one-day salesmanship seminar held for Florida State Theatres' managerial team in the northeast Florida district headed by Robert Heekin of this city. Louis J. Finske, FST president, was in charge of the sessions, assisted by French Harvey, FST concessions chief. Managers there were Ezra Kimbrell, Marion, Ocala; Ted Chapin, Daytona, and Curtiss Howard, Beach, both of Daytona Beach; Bill Duggan, Florida, Gainesville; Joe Fleishel, Athens, DeLand; Calvin Hodge, Howell, Palatka; Bill Lovelace, Ritz, Sanford; H. A. "Red" Tedder, Matanzas, St. Augustine; Jimmy Langston, Colony, Winter Park; Walter Colby, FST city manager, Orlando, and Paul Marsden, Beacham, Orlando; and from Jacksonville, Joe Charles, Capitol; Marty Shearn, Center; Art Castner, Edgewood; Al Hildreth, Empress; Walt Meier, Florida; and Iva Lowe, San Marco Art. . . . Charles King, local AIP manager, has announced the names of prize winners in AIP's "bonus drive for lucky playdates" during the period of Oct. 1, 1963-Feb. 1, 1964. Top prize winner of a $100 U. S. Savings Bond was Harold Popel, Miami, booker for Wometco Enterprises; Tom Sawyer, local booker for Florida State Theatres, copped the $75 second prize; Alice Spooner, Pahokee, booker for Gold-Dobrow Theatres, came in for $50; and Marshall Fling, this city, Kent Theatres, took fourth prize money of $25. . . . Tom Sawyer, president, Motion Picture Charity Club, has announced the annual MPCC committee appointments. Harvey Garland was named sole member of the Blind Children's Foundation. The membership group, headed by Charley King, includes Bill Baskin, Carl Floyd, Bill McClure, and John Tomlinson; entertainment, Ed McLaughlin, chairman, and Henry Harrell, Danny Deaver, and Fred Mathis; finance, Jim Kirby, chairman, and B. D. Benton, Horace Denning and Walter Powell.

MIAMI, FLA.

The traditional ribbon-cutting preceded the premiere of "Cleopatra" at the opening of the new Cinema, in the Seminole Plaza Shopping Center, Casselberry, adjacent to Orlando, Fla. In attendance were Richard Smith, president, General Drive-In Corp., which owns the theatre; R. M. Daugherty, district manager; Casselberry Mayor Owen W. Anstey; Billy Willson, area Cinema manager; and Jim Davis, Seminole Cinema manager. . . . Two major film producers and seven smaller firms filed suit against a Miami Beach company and four hotels for alleged pirating of their pictures. The suit, filed in Federal Court, claims GBL Audio Visual of Miami Beach duplicated such films as "Moulin Rouge," "Trapeze," and "The Big Circus" for showings to guests at the Diplomat, Chateau, Sahara, and Beauvivage Hotels. Allied Artists and Metro-Goldwyn-Mayer claim their original 35mm films were illegally copied and reduced to 16mm by the Miami Beach firm, and shown in violation of the copyright laws. The suit asks only $250 damages for each film showing, but requests seizure of the duplicate copies and a court order restraining the company from further showings. Named as defendants were the three officers of GBL, Jack Glasson, Morris Bass, and Bernard Lowenthal. Bass stated that all GBL's films are leased from New York and other libraries. "We rent like anyone else and have contracts with the hotels to show the films. We've never duplicated a film in our lives."

NEW HAVEN-HARTFORD

Miss Eileen McClure has been named assistant manager, Stanley Warner Palace, Nor-

CLARK TRANSFER INC.

829 N. 29th St.
Philadelphia, Pa. 19130
CEnter 2-3100

1638 Third St., N.E.
Washington, D. C. 20002
DUpont 7-7200

David E.
BRODSKY
Associates
THEATRICAL INTERIOR DECORATOR
242 N. 13th St. LO 4-1188-89 Phila. 7, Pa.
PAINTING • DRAPERIES • MURALS
STAGE SETTINGS • WALL COVERINGS

PROGRESSIVE ELECTRIC
CONSTRUCTION CO. INC.
240 N. 13th ST. • PHILADELPHIA 7, PA.
*Theatre Installations
and Maintenance*

wich. . . .Sam Schneckter, one time Springfield, Mass., district manager for E. M. Loew's Theatres, and more recently in the discount shopping center field, has opened his own advertising agency, to be known as Advertising Promotions, Inc., Springfield. Some years ago, Scheckter was with Warner Bros. Theatres Hartford district, supervising the Colonial (now the Lockwood and Gordon Cinerama). . . . Arthur Lockwood, president, and Doug Amos, general manager, Lockwood and Gordon Enterprises, met with Manny Friedman, Hartford resident manager, on upcoming product for the Cinerama Theatre. UA-Stanley Kramer's "It's a Mad, Mad, Mad, Mad World" is to follow current "South Seas Adventure" at the deluxe showcase. . . . Allen M. Widem, Hartford Times amusements editor, has been appointed to another five-year term on the West Hartford Development Commission. . . . Second day-and-date premiere of a Universal release in Hartford was booked for March 4, "Dark Purpose" bowin at the downtown, hardtop AB-PT Allyn and Smith Management Company's Meadows Drive-In. Both theatres premiered "Man's Favorite Sport?" several weeks ago. Previously, the Allyn had opened product on an exclusive local basis. . . . George Somma, formerly Embassy and Republic branch manager for Connecticut, and more recently in the independent, states-rights distribution field, has been named manager of the Allied Artists Connecticut branch, succeeding John Pavone, who has retired after 20 years with Allied Artists and predecessor corporation, Monogram Pictures. . . .A. Leo Ricca, owner and manager of the first-run Capitol, Meriden, has been appointed to the Meriden Board of Apportionment and Taxation by Mayor William T. Shea. Ricci is a Republican. . . . Mrs. Margaret Mortensen, Stanley Warner Capitol, Williamantic, promoted a Bette Davis look-a-like competition for Warners' "Dead Ringer," offering a dinner-for-two plus theatre tickets to the gal ruled the winner.

NEW ORLEANS

Jerry Kennedy, 20th-Fox branch manager, and exploiteer James Gillespie conducted a seminar on "Cleopatra" at the 20th-Fox screening room. This was followed by luncheon at Brennan's Restaurant. . . . Don Kay Enterprises has acquired Times and Victoria Films for distribution in the local and Memphis territories. . . . Pete Autie will keep the Joy Melville, La., closed temporarily. . . . William H. Cobb, president, Exhibitors Poster Exchange, and L. C. Montgomery, president, Delta Theatres, Inc., operator of the local Joy, are associated in the construction of a four-wall theatre on Veteran's Memorial Highway across the street from the Lakeside Shopping Center in Metairie, La., adjacent to New Orleans. A July opening is hoped for. . . . Variety Club of New Orleans, Tent 45, will take up new quarters on the second floor of 150 South Liberty Street Building on March 15. , , , Orville Crouch, Loew's Theatres, Inc., district manager, was in from his Washington, D. C., headquarters. Arthur Raport, New York, vice-president in charge of Loew's Inc. real estate, was also in for several days. . . . Mrs. William H. Cobb was elected chairlady of Variety Club of New Orleans Ladies' Auxiliary. The ladies will continue their monthly luncheons to raise money for Variety's charities. . . . Inez Tauzin, Film Inspection Service, was elected president of Exchange Employees Union B-57.

PHILADELPHIA

The National General Corporation's closed circuit telecast of the Beatles on March 14-15 will play in five Stanley Warner area theatres: the Broadway, 69th Street, Logan, Stanley, Camden, N. J., and Warner, Wilmington, Delaware . . . Abington Township took under advisement a request for permission to erect a 210 square foot sign to advertise a proposed theatre in the Baederwood Shopping Center at Old York Road and Fairway Drive. Melvin R. Wintman, of Boston, executive vice president, General Drive-In Theatres Corporation, said the theatre will cost $400,000 and would seat 1,150 . . . Motion Picture Associates of Philadelphia have appointed the following committee chairman: welfare, Joseph Engel; membership, Jack Zamsky; insurance, William G. Mansell; publicity, Milton Young; finance, George Beattie; constitution and bylaws, Sylvan Cohen; and entertainment, Don Hicks . . . Max M. Korr, president, Korr Theatres Company, announces he has rented the Rialto, Allentown, Pa., to an industrial supply company on March 16 for a trade show and screening.

SALT LAKE CITY

A youthful patron was assaulted by two youths as he left the local Arcade after a late performance. . . . By a two to one vote, the County Commission denied an application to rezone a residential district. This will block construction of a drive-in. . . . The premiere at the Villa of "It's A Mad, Mad, Mad, Mad World," co-sponsored by the Utah Heart Association and Thiokol Chemical Corporation was highly successful. . . . The Gillette, Gillette, Wyoming, was destroyed by a spectacular fire. Several firemen were on the theatre marquee when it collapsed.

SAN ANTONIO

P. J. Fernandez, manager, Teatro Nacional, Spanish language theatre operated by the Jack Cane Corp., booked a stage show featuring Jorge Mistral, the screen star. On the screen will be "Pachin," with the eight year old Madrid, Spain, singing prodigy and screen star appearing on stage in person. . . . Lynn Krueger, manager, Majestic, Interstate's downtown flagship, if offering patrons a 25 cent box of buttered popcorn to eat at the theatre or to take home. . . . Frank Whisenant, manager, Fredericksburg Road Drive-In, is making arrangements for the 14th observance of Eastern Sunrise Services at the drive-in on Sunday, March 29. As is the annual custom, free coffee and donuts will be served all those attending the services. Whisenant has secured Chaplain D. E. Ressel, United States Air Force Chaplains School at Lackland Air Force Base, to deliver the sermon, "The Christian Easter." . . . Movie actress Kathryn Grant—Mrs. Bing Crosby—will be "Professor Crosby" this summer at her alma mater, the University of Texas at Austin, Tex. Miss Grant will be associated as a guest professor at the university's drama department for most of the summer session's first six week term. Miss Grant received a bachelor's degree in drama from the university in 1955. In addition, she will appear as "Eliza Doolittle," the Cockney flower girl, in the stage production of George Bernard Show's "Pygmalion" in July.

WASHINGTON, D. C.

Warners publicist Irving Blumberg was in working with Trans Lux district manager Don Britten on the premiere of "America America," Translux Playhouse, which will be sponsored by International Rescue Committee, Inc. . . . Marving Mann, of Mann Theatres, which operate the Dupont and Calvert, was in for the opening of Columbia's "Dr. Strangelove," Dupont. Star Slim Pickens was in, in connection with the opening. . . . UA publicist Max Miller and Jerry Baker, managing director of Keith's, handled the personal appearances of Dr. Norman Vincent Peale in connection with "One Man's Way." . . . Harold Slate, formerly manager, Calvert, has been promoted to manager of the Dupont. . . . The Calvert is undergoing remodeling and plans are to have the house ready from the opening of Embassy's "The Easy Life."

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

You only need three of the above
letters to spell more profits from your
concessions — and they are A B C.
(And we do the job from A to Z)

ABC VENDING CORPORATION
BERLO DIVISION
333 SOUTH BROAD STREET, PHILADELPHIA 7, PA.
Offices in all Principal Cities

PHYSICAL THEATRE

●

EXTRA PROFITS

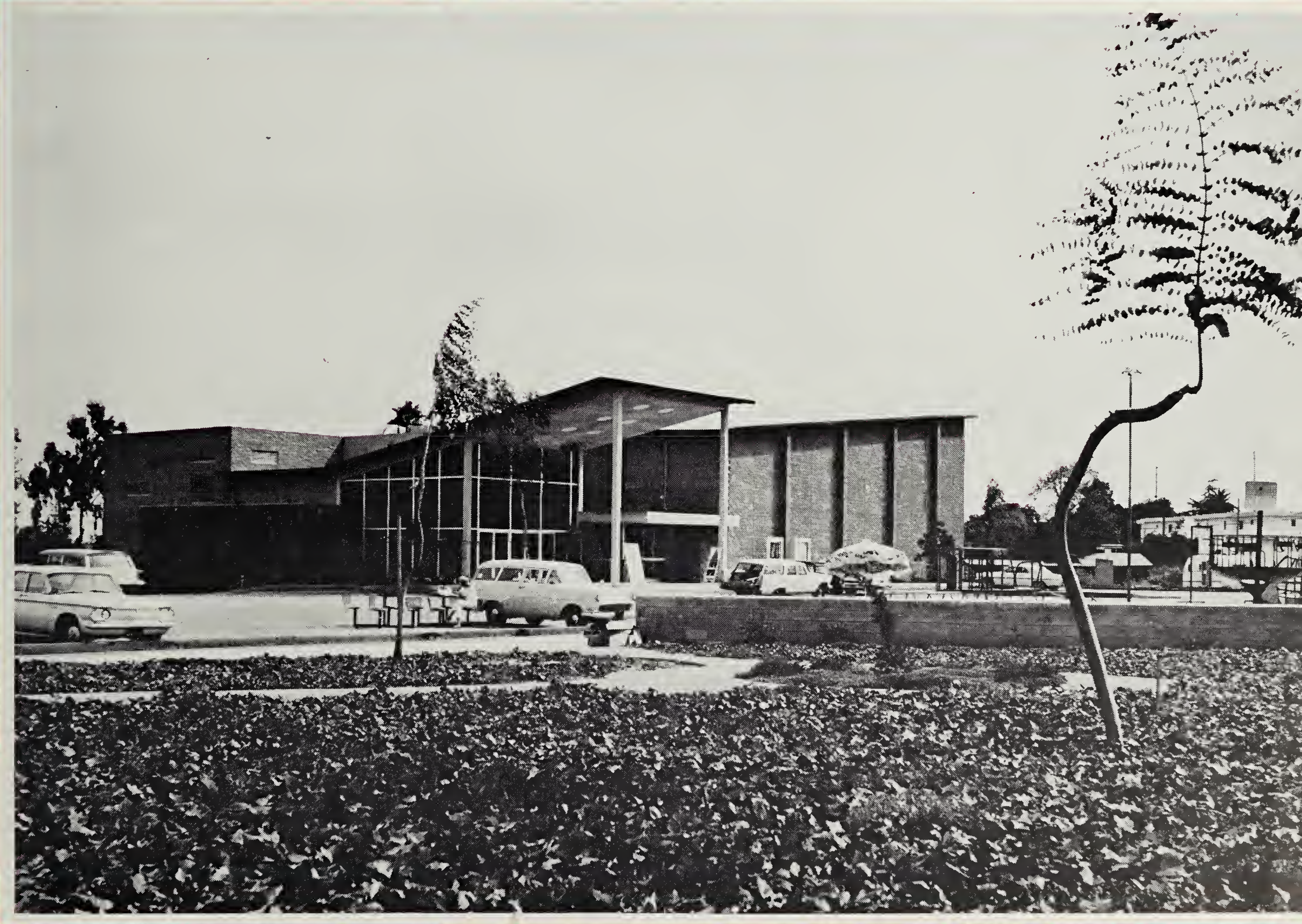
In This Issue:

Rolling Hills Theatre *Page PE-5*

St. Louis D-I *Page PE-6*

Extra Profits *Page PE-8*

New Products *Page PE-14*



COVER PHOTO • California architect Roland D. Pierson designed this deluxe indoor house, located in the Rolling Hills Plaza Shopping Center at Torrance, Calif. See story on Page PE-5.

Volume 19 **Number 3**

March 11, 1964

A once-a-month combined department of Motion Picture Exhibitor devoted to the physical structure of the conventional and drive-in theatre, its design, equipment and furnishings, with a special section emphasizing theatre refreshment operations and management.

ENJOY
Coca-Cola
DRINK
Coca-Cola
here's Sprite
ORANGE
Coca-Cola

this dispenser was an overwhelming success at the Bijou

but it might not go over so big at the Palace

The point being that what's right for one location may not be as good for another. Which is where your Representative for Coca-Cola comes in. His consultations on a wide variety of equipment is part of a program called, "Custom Merchandising."

The program also includes advice and service on advertising, promotions, personnel training, ticketing, and so on.

Our representatives have an average of 12 years' merchandising experience with The Coca-Cola Company. And they represent the *only* soft drink manufacturer that takes the time to extensively train its own national fountain merchandising field force.

So when it comes to equipment (or any other phase of "Custom Merchandising"), consult your Representative for Coca-Cola. He's the expert.

things go
better
with
Coke

"COCA-COLA" AND "COKE" ARE REGISTERED TRADE-MARKS WHICH IDENTIFY ONLY THE PRODUCT OF THE COCA-COLA COMPANY.

Editorial

Sharper Buying . . .

WHEN the dignitaries and stars, the klieg lights and band music, the excitement of opening night is long forgotten, the real glamor story of the motion picture theatre begins.

Sharp buying when construction or remodeling plans are still in the drawing board stages assures management responsible for the continued good looks of a theatre that deterioration and excessive wear will not occur. Remember that the range of materials available to designers and interior decorators today is far greater than ever before. Not only is there added variety, but more in the way of value and good looks.

Such variety of choice can, however, create confusion in the buyer. A few simple rules, if followed, will do much to minimize guesswork. For instance, when selecting interior materials, especially floor coverings, wall coverings, drapery materials, and paints, you have four basic decisions to make in the areas of color, texture, performance rating, and cost.

In the case of carpeting, for example, performance rating and color are the basic problems. A densely woven, high-pile wool carpet with a superior commercial rating, for instance, will prove the best bargain over a period of years. No other surface in a theatre adds or detracts quite as much as its floor covering, and, no other surface gets so much day-in and day-out wear. Color choice must be practical, since early soil would lead to unsightly appearance or costly maintenance.

This doesn't limit choices to dull, flat colors. Establish the basic color scheme of auditorium and lobby using related colors. Today's theatre auditorium is a relatively stark proposition and often, cool colors including lighter grays are used. The problem of carrying color themes from brighter, decorative areas such as the lobby into these types of auditorium can be managed by bold, imaginative color contracts.

Theatremen will also find the variety of synthetic floor coverings available tremendously increased. Striking patterns in vinyls, natural cork and woods, and other classic materials such as terrazzo and ceramic tile for specialized treatment of rest rooms, concession areas, and outer lobby offer new creative license to architects and interior designers.

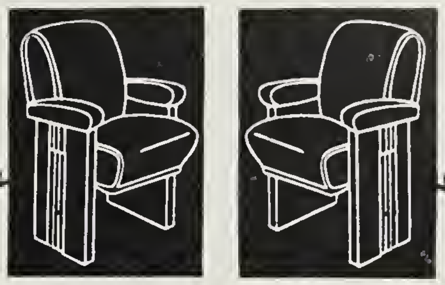
Once any material is acceptable as far as color and surface texture are concerned, it should be evaluated in terms of its long range cost. Remember that a low price for inadequate quality always proves to be the worst buy. Use the standard formula of equating original price and the number of years wear expected. In highly trafficed theatre areas, premium quality floor coverings, upholstery fabrics, and wall coverings are invariably the "best" buy.

Unfortunately, much money is wasted by the practice of budgeting material expenditures. The small initial savings are then eaten up by costly maintenance and repair, in which the theatreman must indulge to keep his house presentable.

PHYSICAL THEATRE • EXTRA PROFITS • Sectional department of MOTION PICTURE EXHIBITOR, published once a month by Jay Emanuel Publications, Inc., 317 North Broad Street, Philadelphia 7, Pennsylvania, 19107. All contents copyrighted and all reprint rights reserved.

Al deProspero, editor

SEATING DESIGNED
to look finer, longer
CUTS OUR SALES!



Maybe so, but we couldn't handle ALL the country's seating needs, if we were triple our size! We're busy year 'round, and kept so mainly by recommendations of pleased theatre owners. Satisfied customers is an asset we never under-rate. So if your needs are for just a few stock seats or backs, some parts or a whole rehabilitation, call us. Our suggestions and estimates are yours, without charge.

now featuring

MASCOFOAM SEAT CUSHIONS

More durable, more comfortable, safer. Fire & moth-resistant, won't lump, sag or mat. Moulded to "breathe" and may be cleaned. Ask for samples.

MANUFACTURERS:

Foam rubber & Spring cushions; coverings.

DISTRIBUTORS:

Upholstery fabrics, general seat supplies.

MASSEY
SEATING CO.
100 Taylor St., Nashville, Tenn.
Phone: Chapel 2-2561

For the Best in
THEATRE FORMS
and SYSTEMS
★
MOTION PICTURE
EXHIBITOR BOOK SHOP

The *Beautiful* New

Strong FUTURA

PROJECTION ARC LAMP

A Product of

The *Strong* Electric Corporation

21 City Park Avenue • Toledo, Ohio 43601
Phone: (419) 248-3741

Brochure on request

MORE LIGHT

for all indoor theatre screens up to 65 feet and drive-in screens up to 120 feet.

LESS COST

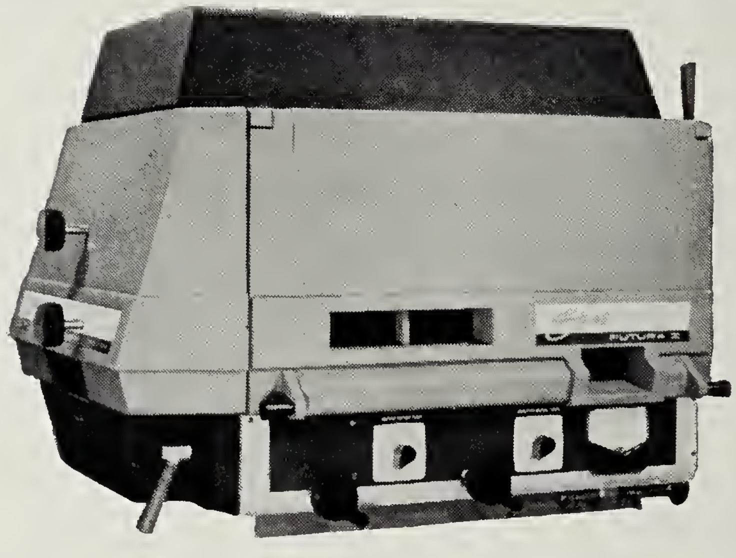
to buy and less to use. Efficient utilization of standard 20-inch carbons insures THE GREATEST AMOUNT OF LIGHT EVER DELIVERED PER CARBON DOLLAR. Permits projection of an extra reel per carbon.

WIDER USE

Matches the optical requirements of all 35mm and 70mm projectors. A single knob allows instant change between film widths. A calibrated scale with reference pointer facilitates precise reset of burner focus . . . a Strong exclusive.

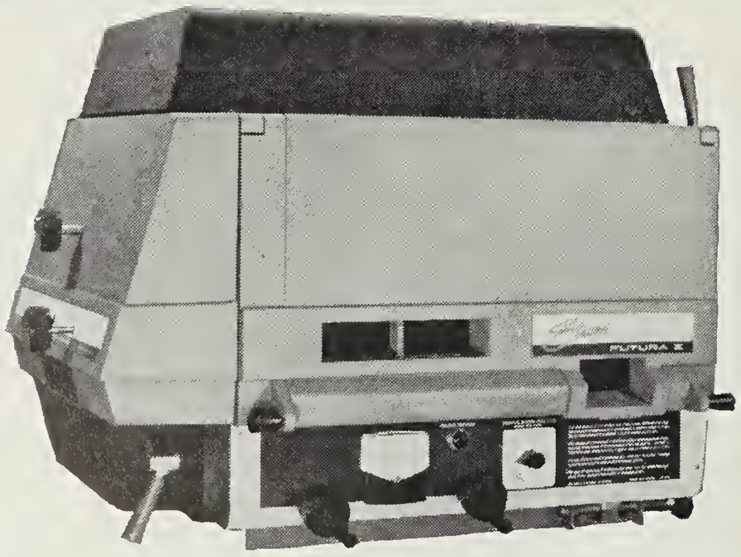
GREATER CONVENIENCE

Unit construction permits instant removal of components for cleaning and inspection. 25% lower silhouette permits easy installation in low-ceiling projection rooms.



The FUTURA I

for utmost economy in operation with standard 11mm carbon trim burning at 75 to 105 amperes.



The FUTURA II

with automatic crater positioner for 13.6mm carbon trim burning at 120 to 160 amperes, or for 11mm carbon trim burning at 100 to 125 amperes.

MORE FEATURES

New type relocated arc imager system eliminates parallax. Big 18-inch first surface Strong Tufcold reflectors used in lamps operating above 95 amperes assure lower aperture temperatures. Silvered reflectors used in lamps burning under 95 amperes. Streamlined ammeter for reading arc current. Automatic trimming light. Inside dowser system.

Century Names Amity As Worldwide Dealer

AMITYVILLE, N. Y.—Amity International Distributors, Inc., Amityville, L. I., New York, has been appointed a distributor, world-wide, except U.S.A. and Canada, for the Century Projector Corp., it was announced by Adolf R. Schwartz, president of Amity.

Schwartz

Schwartz, formerly manager of branch operations for Westrex International until his retirement last August, will travel extensively to strengthen and enlarge the A.I.D. network of overseas dealers. Schwartz lived for several years in Australia, India and Trinidad where he was manager of the Westrex branches in those countries, selling and servicing Century projectors and sound systems. He has made four business trips around the world in the last four years.

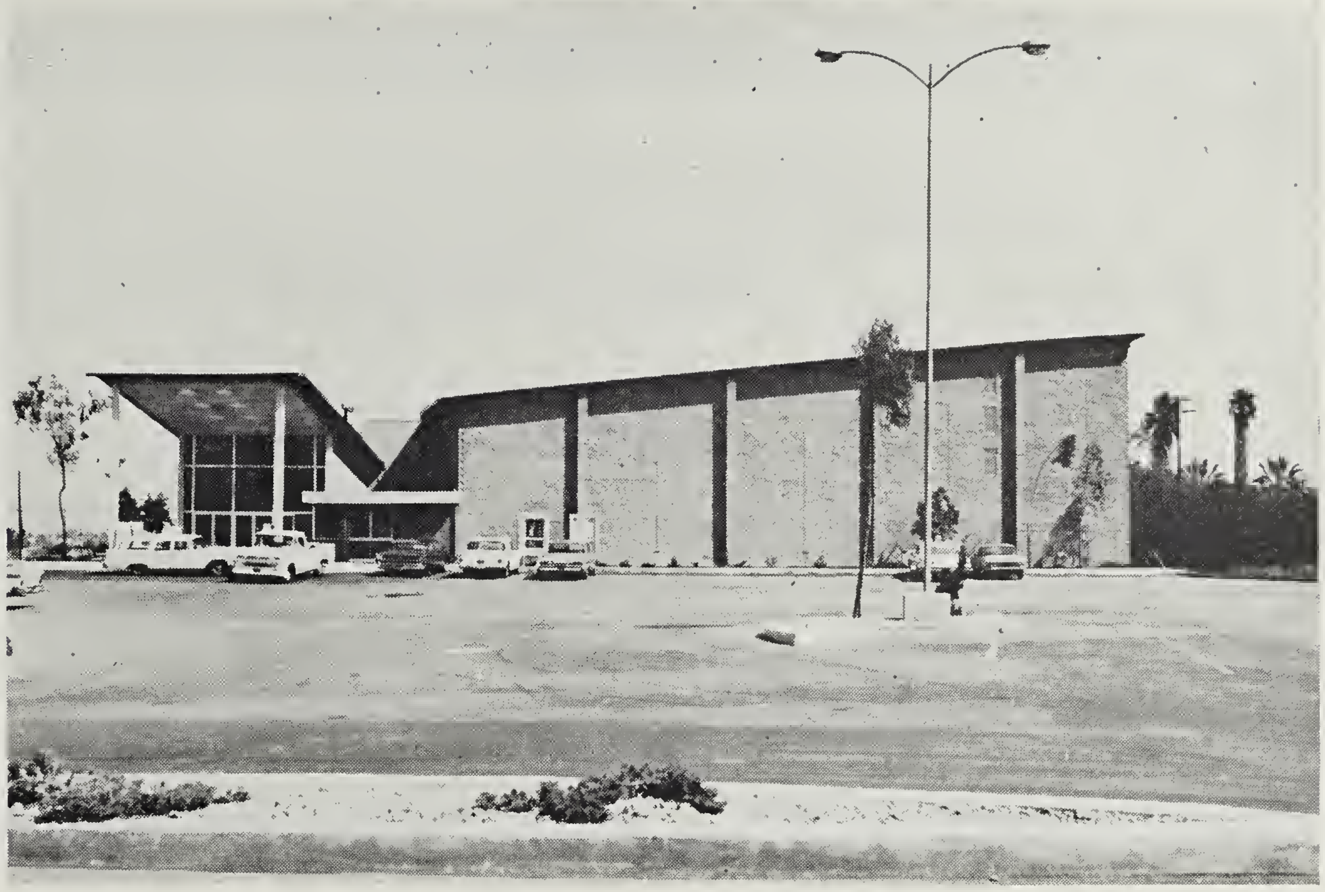
Vice president of A.I.D. is Charles Friedman. Friedman operates Pyramid Power Products, Inc. at the Amityville address, manufacturing engine-driven power plants which are frequently used in theatres abroad as standby power sources during main line power failures. The plant, storage and export packing facilities of Pyramid are available to A.I.D. for export operations.

Schwartz, who was associated with Westrex and its predecessor, ERPI, for thirty-five years, says that the overseas market for American-made equipment has displayed a healthy resurgence due largely to the marked expansion in 70 mm and drive-in theatre presentation. "Exhibitors abroad demand high quality equipment," he said. "Maximum reliability in equipment performance is essential to hold breakdowns and servicing to a minimum and Century projectors and transistorized sound systems are the answer. Importers and local dealers can now get more dollar exchange to assure this protection. Dollar scarcity in most countries is history now.

"The awakening of Africa and the development of Asia, for example, supported by U.S. aid, are gratifying and healthy signs. Latin America also continues to be an excellent market for the importation of U.S. theatre equipment." "Inflationary rises in European manufacturing costs are a contributing factor," said Schwartz.

PHYSICAL THEATRE

Vol. 19, No. 3 Mar. 11, 1964



Cover Story

ARCHITECT, Roland Decker Pierson, A.I.A., whose office handled the design and coordination of the new Rolling Hills Theatre, has described it as unique in many ways for a contemporary motion picture house. Based on many years of experience in design of drive-in theatres, as well as conventional theatres, Pierson's plan for the new structure uses many of the best features of both.

One of the problems with conventional theatres in the past was lack of parking, which accounted for the rise in popularity of the drive-in theatre in the automobile-heavy area of Southern California.

Immediately adjacent to the new theatre will be more than ample parking, since it is located in the Rolling Hills Plaza Shopping Center. This makes for excellent civic planning, where valuable land, so necessary for parking, can be used by many stores and shops during the day and yet have another use in the evenings.

Another "drive-in" theatre approach used in this building, according to Pierson, will be a self-service refreshment counter, with vending machines supplementing certain food and drink items.

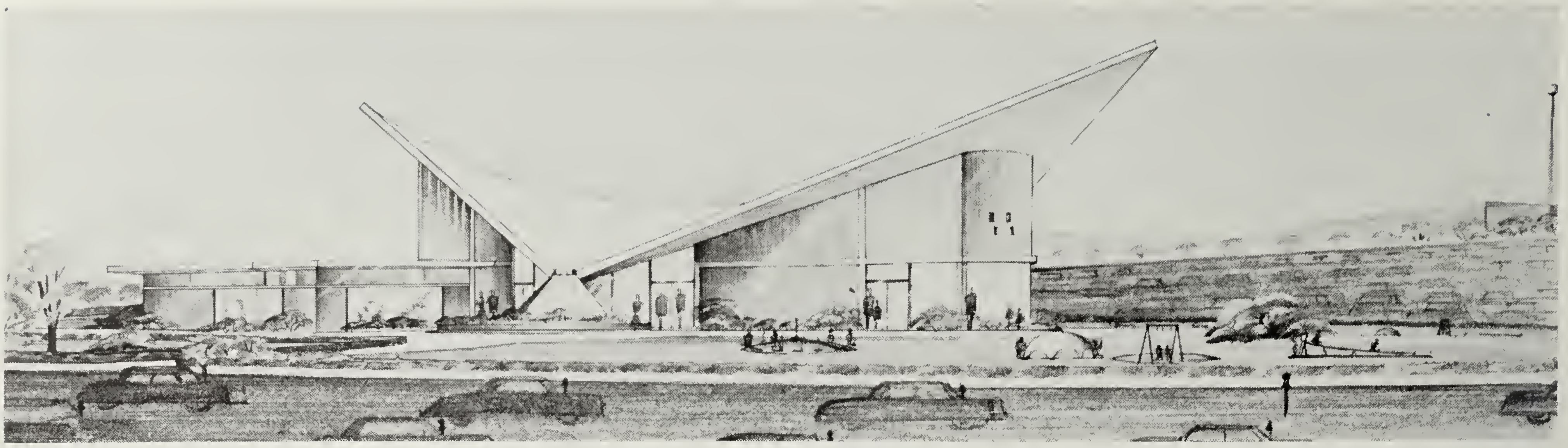
The lobby will contain many objects of art and graphic works designed specifically for this theatre, and as with the decor, will be coordinated by the architect as to colors and theme. Throughout the theatre, integrally colored split-faced concrete masonry is used. This not only has a richness, inherent in the material, but is an excellent acoustic treatment.

Many rich tiles, wall coverings, floor treatments, etc. will occur as highlights to the generally simple and restrained main theme. While the lighting will be brilliant in the entrance and lobby areas, it will be subtle mood lighting in the auditorium proper.

As part of this coordination, custom carpeting will match the upholstery of the comfortable push-back seats, and will be carried out in the large floral pattern of the proscenium drapes. More than average space between the seats will add to the luxury provided at every point within the new Rolling Hills.

The site will be completely landscaped with many large sized trees and shrubs. One more feature unique to this theatre according to the architect, will be the exterior entrance court, covered by the soaring roof structure. Large double-faced marquees are located at the entrances to the Shopping Center, one on Crenshaw and one on Pacific Coast Highway.

Architect Pierson, a native Californian, received his degree in Architecture from the University of California at Berkeley. After many years of experience with well known local architectural firms, in all fields of construction, he established an office in South Pasadena.



St. Louis Gets Modern D-I . . .

A new drive-in with the largest screen in this area is being constructed by the Missouri Amusement Corp., a subsidiary of Arthur Enterprises, Inc., it was announced by Edward Arthur, president.

Work has started on the new theatre, the "270" to be located at the intersection of West Florissant Rd. and Interstate 270. The new drive-in's screen will measure 138 by 76 feet and the theatre will accommodate 1400 automobiles.

The projection equipment is to be the most modern in the area, Arthur said, and will include the first 70mm in the area as well as 35mm. The throw of 650 ft. to the screen will be horizontal due to the height of the building.

The area for the theatre covers 30 acres of ground in total property and the earth moving operations entail displacing 150,000 cubic yards of soil.

In announcing the new drive-in, Arthur said the total investment will be about $900,000 with $510,000 in building costs alone.

One of the drive-in's many features will be a modern concession area with landscaped playground area and building that will include four separate counters. The kitchen area will have stainless steel equipment providing facilities for hot food, snacks, soft drinks, candy and popcorn.

The building will have 6200 square ft. of floor space. Its roof is a concrete shell of hyperbolic-paraboloid design resting on two large triangular buttresses and the outer walls are of masonry and translucent plastic panels.

Project architect is Frederick C. Sternberg; structural engineer is Robert E. McDermott; mechanical and electrical engineer is the Albert Rich Co. and the general construction contractor is the Jones-Kissner Construction Co.

The theatre is slated to open June 1. Also planned is a modern motel to be built on five acres in front of the drive-in.

This will be the 21st theatre in the Arthur chain which includes 19 indoor houses and the Four-Screen Drive-In.

New Lab Equipment AT SMPTE Show

NEW YORK — Motion-picture laboratory equipment will be in the spotlight at the Equipment Exhibit April 13-16 during the 95th Technical Conference of the Society of Motion Picture and Television Engineers (SMPTE).

The semiannual conference will be held at the Ambassador Hotel, Los Angeles.

Six firms have announced plans to show new printing equipment. They are Bell & Howell Co., Chicago; Andre Debrie of New York, College Point, N. Y.; Motion Picture Printing Equipment Co., Skokie, Ill.; Producers Service Co., Hollywood; Research Products, Inc., also of Hollywood and S. O. S. Photo-Cine-Optics, Inc., New York and Hollywood.

Bell & Howell will exhibit a visual readout display for additive color printers for continuous as well as step printers. Also to be exhibited is a new program tape checker and duplicator with a correction or insertion feature.

Motion Picture Printing Equipment Co. will show the new Peterson single- and double-head contact printers in 16mm and 35mm, and accessories.

S. O. S. will show the improved Tel-Amatic 16mm professional printer, featuring semiautomatic mechanical light change.

Processing equipment will be on display in the booths of these five firms: Filmline Corp., Milford, Conn.; Hi-Speed Equipment Co., Waltham, Mass.; Newman & Guardia, Ltd., London, England; Oxberry Corp., New Rochelle, N. Y.; Treise Engineering Co., San Fernando, Calif.

Filmline will show its new portable 16mm negative/positive continuous film processor, the ND-100. Lawlette color and high-speed processing machines will be exhibited by Newman & Guardia. The color processor is described as being the smallest machine that permits processing to professional standards.

The Oxberry Series 100 portable film processor for 16mm or 35mm black-and-white films is designed as a small, low-cost machine to give the highest quality compatible with size limitations. The machine is approximately 12 inches wide, 18 inches long and 24 inches high. Oxberry also will exhibit its Model 40-B 16mm high-speed inspection projector, which features an optical rotary intermittent to reduce the hazard of damaged sprocket holes.

Editing equipment will be shown at the SMPTE exhibit by Hollywood Film Co., Hollywood; Moviola Manufacturing Co., Hollywood, and Prestoseal Manufacturing Corp., Corona, N. Y.

Hollywood Film Co. will show ultrasonic splicers, edge numbering machines, tab applicators and the Pyral magnetic stripping machine, in addition to high-speed inspection projectors and fade and light change printer units.

A new editing table, with improved hand rewinds incorporating a more efficient braking attachment and a swivel base, will be shown by Moviola. Also in the Moviola exhibit will be an automatic power rewind, library readers and a 16mm bench editing arrangement featuring motor drive for synchronizers.

Prestoseal will show for the first time its automatic film/tape splicer, featuring push-button control, interchangeable splice programer and a built-in splice tester.

Strand, Queens, Redone

NEW YORK—A $100,000 refurbishing and remodelling of the Strand Theatre in the Astoria section of Queens, N. Y., was recently completed by veteran theatre operator Sidney Dreier. Treatment included a full external face lifting with a new marquee, front and boxoffice.

The interior design, including fireproof fiberglass gold curtains by Chevron Fiberglass and fiberglass walls is striking but simple, featuring floor to ceiling electrified panels on the orchestra floor. Even the ceiling over the loge portion of the 1,000-seat house features special lighting effects and was supervised by Harry Pear of National Theatre Supply.

Booth installation was under the direction of Bill Nafash of N.T.S. and included Ashcraft Core-Lite lamphouse with water circulators and new rectifiers.

A red floral pattern carpet by Alexander Smith and Phil Furst seating in the auditorium allowing 40 inches from back to back were used. Seats in the loge are in midnight blue as is the wall color. Orchestra curtain design was by Manhoff Studios. The marquee, using Wagner letters, was installed by Joseph Berman Neon Co. of Brooklyn. The new front was the work of Superior Front Co. of the Bronx.

Dreier recently acquired the Julius Joelson circuit in the Bronx in association with Harry Brandt. He is a director of the Independent Theatre Owners Association of New York and operates the first-run art house Astor in Brooklyn, also in partnership with Brandt.

Perhaps one reason why drive-in theatre attendance isn't better, is the fact that home TV screens have brighter pictures than drive-ins!

Can you imagine how much more enjoyable drive-in movies would be if the image on the screen had real impact and brilliancy? How can this be done? Simply by using 70mm projection. The image on 35mm film has to be magnified about two million times to fill a typical 100 foot drive-in screen. Using 70mm film, magnification is only about ¼th as much while the larger aperture allows approximately 4 times more light to pass. Result is a picture that's tremendously brighter and sharper.

With attractions such as "Lawrence of Arabia" in general release to drive-ins in 70mm, and with producers now using new methods of "printing-up" from 35mm to 70mm...the future of outdoor projection is literally much brighter. And don't forget, today's advanced Norelco model AAII Universal 70/35 projector is not only the world's finest 70mm projector—but in less than 4 minutes it converts to the most modern, rugged and trouble-free 35mm mechanism.

For today and tomorrow, Norelco 70/35 is your wisest investment.

The 1962 Academy of Motion Picture Arts and Sciences presented this award for outstanding achievement to the North American Philips Company for the design and engineering of the Norelco Universal 70/35mm motion picture projector.

© AMPAS

Norelco® MOTION PICTURE EQUIPMENT DIVISION

NORTH AMERICAN PHILIPS COMPANY, INC.
100 EAST 42ND STREET, NEW YORK 17, N.Y.

EXTRA PROFITS

Devoted exclusively to refreshment operations at indoor and drive-in theatres, sales of confection, popcorn, beverages, food and other profit producing items, food preparation and vending equipment, concession management and design.

Al deProspero, editor **March 11, 1964**

Concessions Industry Leaders Meet For Western Regional Conference

LOS ANGELES—More than 100 amusement-recreation industry concessionaires, equipment manufacturers and suppliers to the concessions trade participated in panel discussions during a two-day Western Regional Concessions Conference sponsored by the National Association of Concessionaires at the Biltmore Hotel in Los Angeles, February 17 and 18.

The NAC regional conference, held in conjunction with the National Candy Wholesalers Association Convention and Western Candy Show, covered a wide-range of topics dealing with ideas and methods of increasing concession vending sales.

Joseph Pietroforte, Sero Amusement Co., Los Angeles, co-chairman of the conference welcomed the delegates at Tuesday's session which lasted the entire day. On Monday the concessionaires joined with the National Candy Wholesalers Association at their first general session, where Edward S. Redstone, Northeast Drive-In Theatre Corp., Boston, NAC president engaged in a panel and floor discussion.

Al Lapidus, Al Lapidus Popcorn Supply, Los Angeles, a co-chairman of the NAC conference, joined Redstone on this panel. That same afternoon NAC delegates visited a Candy Show in progress at the Biltmore Hotel.

Perspective Important

In discussing "The Management of Improvement" at Tuesday's session, Redstone declared "that most of us are so involved in running our respective businesses that we lose sight of the fact that an important facet of our enterprises should be the problem of improvement." Continuing, he said: "obviously through improvement we might increase our sales, often decrease the cost of operations and, of equal importance, we more effectively compete."

He spelled out three main steps for effective action, including developing and maintaining a philosophy of improvement centering around the problem of attitude of our personnel—using a procedure designed to implement the improvement, attitude and philosophy in every day practice,—and establishing agreed-upon objectives.

"Through improvement," he concluded, "management executives may find a new approach to future profits."

Major C. Bush, national sales manager, Curtiss Candy Co., Chicago, emphasized the great opportunity that exists for increased candy sales in concessions.

"My company feels it is on the threshold of being of real service to your industry," said Bush, "with tested, proven successful ideas which will be developed in your own type outlets through your own people. Let us assure you we will be anxious to see you with these ideas and suggestions as quickly as we are sure of their value and success."

Candy Down In Theatres

The year 1963, according to Bush, was the first time in a long time that the candy industry growth exceeded the population increase. Some recent candy industry statistics cited by Bush indicated that the size of candy retail consumption amounted to $2.455 billion; 18 lbs. is the annual per capita consumption and that $50.90 per year is spent by every family on candy.

Progress of the channels of distribution on candy products during the last five years were as follows: all grocery trade—47½ per cent increase; vending machines—43 per cent increase; confectionary stores—40 per cent increase; government—40 per cent increase; variety stores—27 per cent increase, while theatres showed a decrease of 28 per cent.

Bush maintained that the 28 per cent loss of candy sales in theatres would seem to indicate that candy is not keeping pace in holding its share of that source of total volume and suggested that the opportunity to sell more candy exists and deserves careful consideration, regarding a wider variety, better displays, more suggestive selling by attendants to create plus sales.

Suggestion Stressed

"Employee Training: The Power of Suggestion" was the subject of a talk by B. F. Ross, of The Coca-Cola Co., Los Angeles, Calif.

"When a waitress takes an order and that is all, she doesn't sell anything," said Ross. "Selling is the art of influencing a customer's thinking to cause him to purchase what we want him to purchase. One way is through suggestion. About 65 per cent of your customers will purchase suggested items. A simple suggestion, and you have a bigger order and all that it takes is a few extra words."

40 Million Snacks?

Frank Stabile, UPT Concessions, Inc., Anaheim, Calif., provided the concessionaires with a detailed account of how they feed the millions of persons who visit Disneyland. He traced the history of the amusement center dating back to 1954, when ground was first broken. In the eight and a half years since it opened in July 1955, Stabile estimated that over 40 million people from all over the world have come to Disneyland to enjoy its many wondrous attractions and patronize the numerous snack bars which his company operates there.

Layout A Sales Aid

In relating the "Ice Cream Story," Forest A. Nelson, Carnation Co., Los Angeles, discussed the selection, training, supervision of sales personnel, and the physical layout of snack bar and concession stands. As to the latter, Nelson stressed these points: ease of operation—appearance—maintenance.

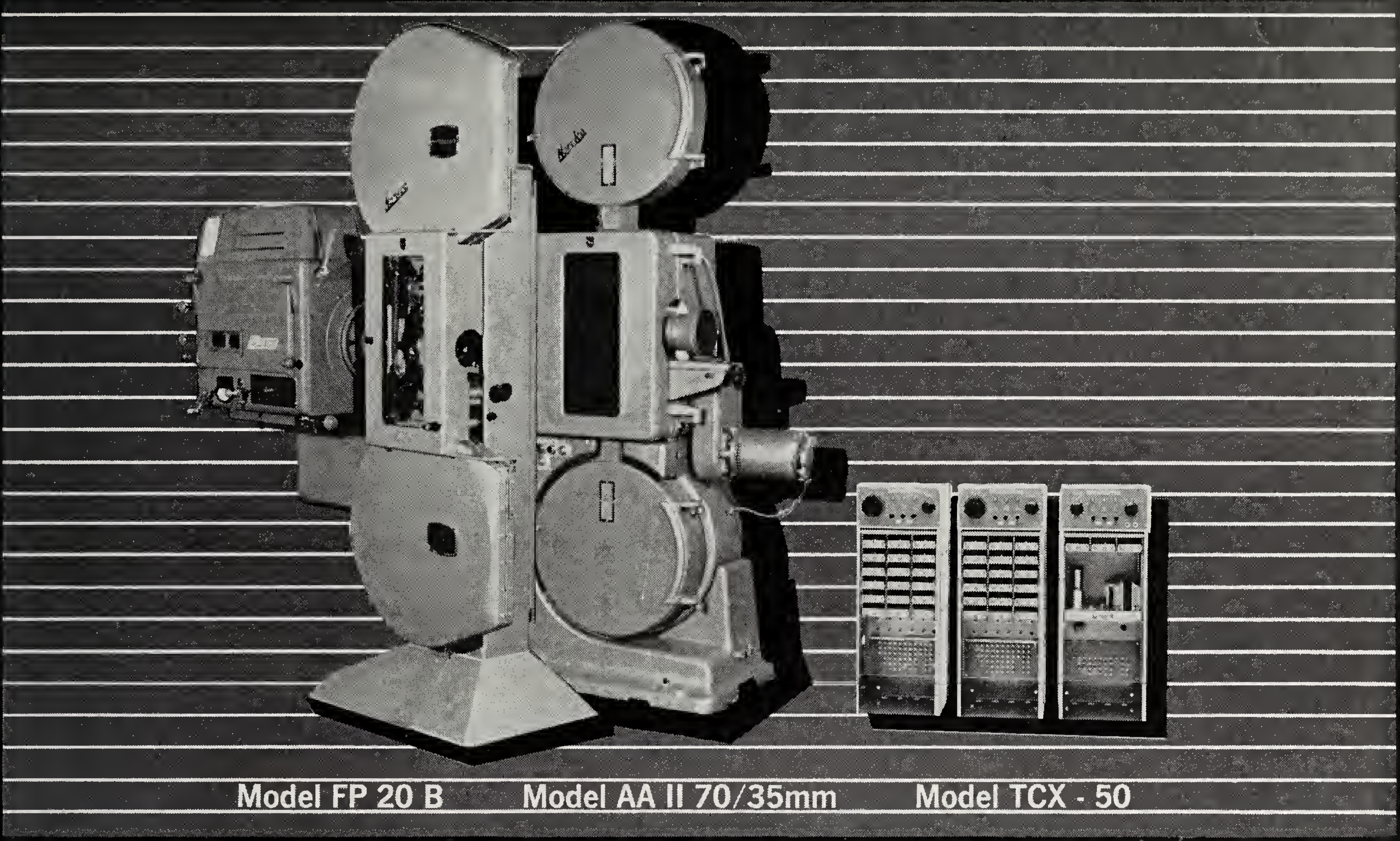
"Layout and floor plan is of prime importance," said Nelson. "I realize how many times we are limited in space, and have to do with what is available but here is where time-and-motion studies pay off. Placing of equipment where there will be a minimum of traffic, close to the serving areas, and as little congestion as possible behind a counter, can often increase gross sales."

Continuing, he said that appearance of a good service outlet is another thing that can't be minimized. A bright, shiny, neat and clean stand will bring customers back the second time, and they're apt to spend more each time in sanitary appearing surroundings.

Nelson, in discussing merchandising said that most suppliers have materials and ideas for special promotions, which can be secured from their salesmen, as these firms are all more than glad to cooperate and go out of their way to do a real job for their customers.

Pizza came in for its share of importance in concession sales. Gino Rudow, California Pizza Crust Co., Los Angeles, cited the high dollar volume and long profit in handling and

(*Continued on page* PE-13)



All-in-One PACKAGE HEADQUARTERS

PROJECTORS BY Norelco®

TRANSISTORIZED SOUND BY Ballantyne

ONE carefully coordinated plan even includes financing

Give us the four walls and we'll give you a completed theatre including famous Norelco projection, new hi fidelity Ballantyne transistorized sound, carpet, seating, draperies — everything, even financing—All-in-One.

This turn-key job includes planning, engineering and installation supervision as well—the perfect combination for the new build or lease shopping center theatres.

Working with your architect, we can give you the theatre of tomorrow, with modern concepts in layout, building design, auditorium, lobby and concessions. Be sure you check this easy, businesslike way to profitable operation.

Don't make a move until you've talked with Ballantyne and received a Ballantyne quotation.

Among the respected names used in the Ballantyne package are . . .

Norelco
Ideal
Neumade
Technikote
Kollmorgen
Strong
Altec
RCA
General Register
Metropolitan Stage
Mohawk

Ballantyne

INSTRUMENTS AND ELECTRONICS, INC.
A DIVISION OF ABC VENDING CORPORATION
1712 Jackson Street, Omaha, Nebraska 68102

Novel Twin Proposed For Chicago Center

■ Start with a key shopping center—add the desire to offer a new entertainment service without reducing present parking facilities and with no ability to expand because of a congested city-area location—present this problem to the combined talents of an experienced shopping center developer, theatre owner firm, an architect conversant with theatre needs, and a builder experienced in theatre construction, and you have the beginning of a dramatic concept in theatre planning.

This is what happened when Arthur Rubloff and Co., developers of Chicago's popular Evergreen Shopping Center (95th and Western Avenue in Evergreen Park) proposed the building of a major motion picture theatre facility to the architectural firm of S. H. Morris and Associates. The result is the nation's first twin screen indoor motion picture theatre erected on a platform supported on steel columns.

The brain child of Raymond J. Marks and Martin Rosenfield, owners of M&R Amusement Companies, the new Evergreen theatres will be the largest of their type in the nation. They will have a combined capacity of approximately 2360 seats, and their "air-born" location will offer fully protected double-deck parking facilities for more than 1700 automobiles.

Patrons will enter the theatres through a ground level plaza staircase, or from a second floor parking ramp. Both entrances lead directly to a spacious, contemporary furnished common lobby. Planners believe the idea of a single lobby joining two full size theatres with separate screen and projection facilities offers unusual programming flexibility.

Two Boxoffices Used

Operating from a double box office set-up, the new Evergreen theatres can offer simultaneous showings of major long-run features and program them at much shorter intervals. Special long-runs can be programmed concurrently with a regular length feature film.

Standing outside the building, theatregoers will see an ultramodern free-form design, 57 feet from the ground and covering 47,750 square feet of space. The exterior surface, of white brick trimmed by stained wood, will be bathed in soft-glow light to emphasize the shape and pattern of the structure.

Inside the theatres, dramatic use of architectural materials, deep carpeting, contemporary furnishings, artifacts, and color schemes, all coordinated, will reflect the theme of the buildings and the design of the structure.

Seating Innovation

Both auditoriums, free of columns, are enclosed in brick wall panels which offer clear, uninterrupted height to the top of the theatre. A double curve seating pattern differs from the usual auditorium planning in that it curves from both front and rear toward the center lobby of the building and offers unsurpassed viewing of the theatre screens. This reduced the height needed for the columns upon which the theatres are built without sacrificing design or theatre capacity.

Planned Sound Control

Seats for 1360 patrons in one theatre, and 1000 in the other, feature increased back-to-back spacing for greater comfort. The materials used in floors, ceiling and walls have been selected for maximum acoustical qualities. The undersides of reinforced concrete auditorium floors will be both insulated and treated with a continuous pattern of radiation to maintain sound control and ideal temperature for patron comfort.

Two entirely separate heating and air conditioning systems have been designed for the theatres and careful location and isolation of all equipment (heating, ventilating, air conditioning and plumbing), from the auditoriums will provide optimum audio-visual environments in each of the two auditoriums.

S. N. Robbins Co. began construction of the new theatre on Dec. 26, 1963 and completion is scheduled for June. Arthur Rubloff and Co. is exclusive managing and leasing agent for Evergreen Shopping Center.

try a **FREE** working **SAMPLE!**

popsit plus! *will bring more profit to the most profitable concession in your theatre!*

ONE GALLON
7.7 LBS.
popsit plus!
UNSURPASSED FOR POPPING CORN
CHOICE PEANUT OIL ARTIFICIALLY COLORED AND FLAVORED
REFINED AND PACKED BY C.F. SIMONIN'S SONS, INC. PHILADELPHIA 34, PA.

America's finest popcorn seasoning imparts rich butter-like flavor...and color!

PROVE IT NOW!

We'll send you a working sample, free for the asking!

SIMONIN • PHILADELPHIA 34, PA. *popping specialists to the nation*

Allied, Tesma Meeting

NEW YORK—Theatre Equipment & Supply Manufacturers Association (TESMA) and Allied States Association of Motion Picture Exhibitors (Allied) have announced jointly that they will be associated in the presentation of a Motion Picture Industry Trade Show Oct. 19-22 at the Sheraton-Cadillac Hotel, Detroit.

Larry Davee, president of TESMA, and Jack Armstrong, president of Allied, made the announcement with Allied Convention chairman William Wetsman, of Wisper-Wetsman Theatres, Detroit; Milton H. London, Allied's executive director; and Merlin Lewis, TESMA's executive secretary who will handle details of the Trade Show.

Plans are to reserve Monday, Oct. 19 for exclusive attendance at the Trade Show for manufacturers of theatre equipment and theatre equipment dealers.

The Trade Show will run concurrently with the annual conventions of the two organizations.

GPEC Earnings Dip

TARRYTOWN, N. Y.—Preliminary reports for 1963 indicate consolidated sales for General Precision Equipment Corp. and its subsidiaries were $218 million compared with 223 million in 1962. Net income in 1963 was $2.8 million compared with $4.4 million for 1962.

Net income per share of common stock after preferred and preference dividend requirements was $1.42 for the year.

The company said that the outlook for operations and earnings in the current year is bright, due to a substantial amount of new business awarded the company during 1963.

(L to R) Albert John, plant superintendent, Larry Orthner, chief engineer, C. S. (Bud) Ashcraft, Jr. & wife Helen at recent dinner of 25-30 Club honoring equipment manufacturers in New York City for C. S. Ashcraft Mfg. Company's service to the industry.

Westrex Market Director

BEVERLY HILLS—Appointment of Theodore L. Jacobsen as director of marketing for Westrex International, a division of Litton Industries, Hollywood, Calif., has been announced by Gale Livingston, vice president and general manager.

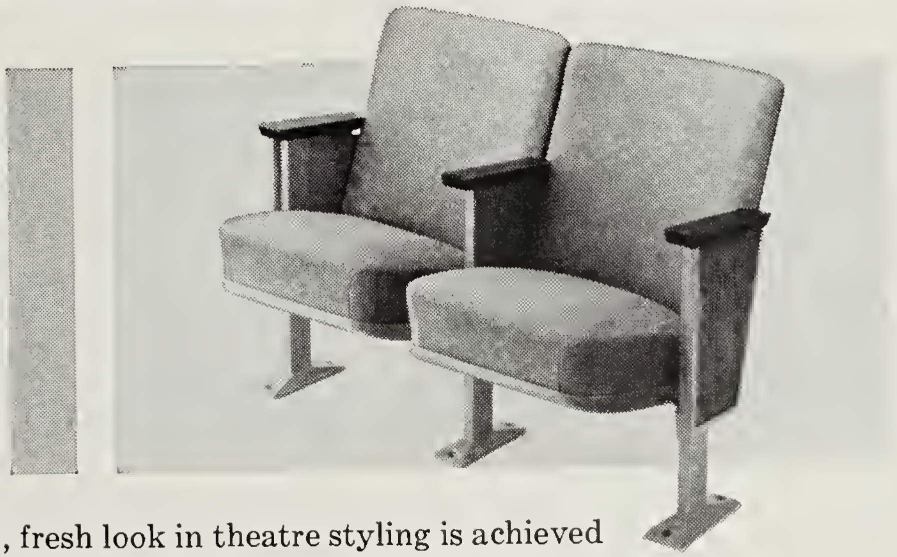
In the newly created post, Jacobsen will supervise domestic and international marketing of the company's communications, sound and recording equipment through both East and West Coast offices as well as 36 overseas offices in 32 countries.

Jacobsen formerly was marketing manager for the Westrex Recording department of Litton, responsible for commercial activities at the company's Hollywood facility and military sales at Canoga Park, Calif.

A member of the Institute of Electrical and Electronics Engineers, the Armed Forces Communications and Electronics Association, and the Society of Motion Picture and Television Engineers, Jacobsen obtained his engineering degree from Newark College of Engineering. He lives in Tarzana, Calif.

Comfort-Engineered
THEATRE SEATING
by HEYWOOD-WAKEFIELD

Luxurious comfort and pleasing appearance are combined in these new 1000 Series Heywood-Wakefield theatre chairs.

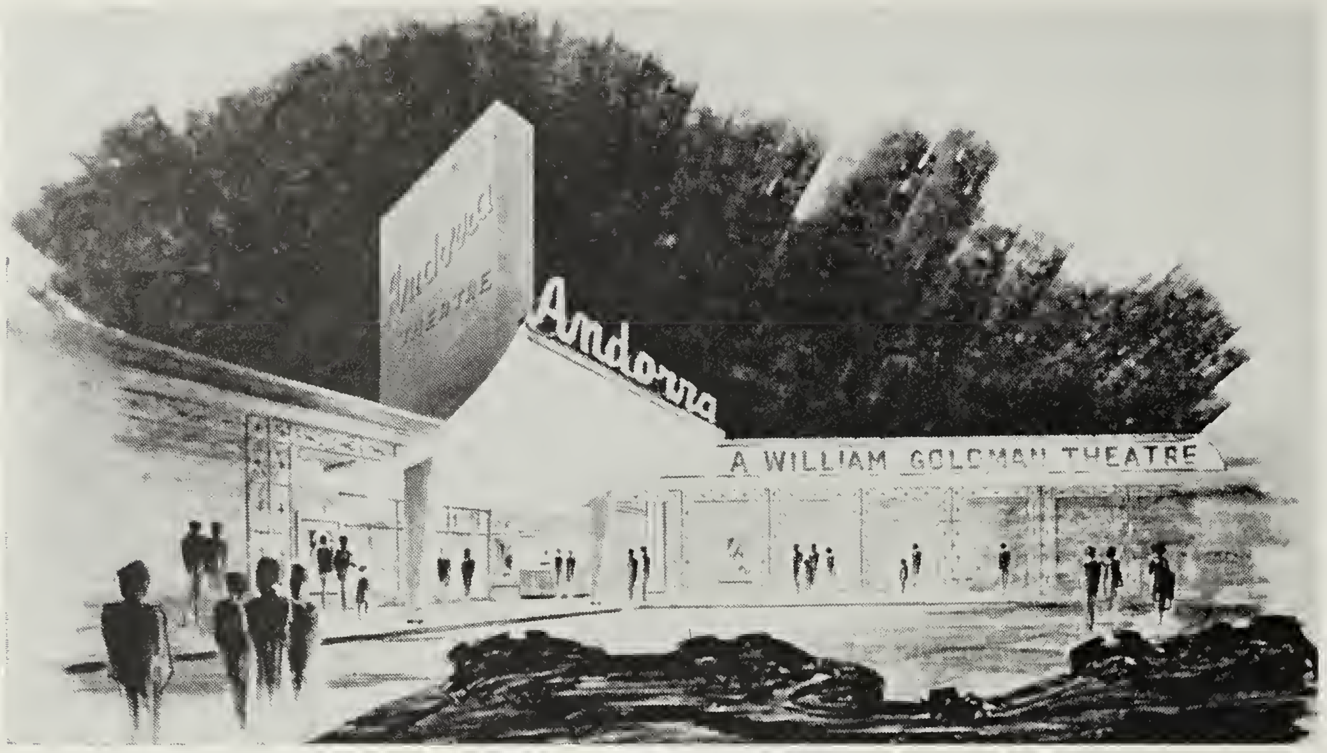


● This new, fresh look in theatre styling is achieved by aisle end standards of unique, flexible design. Each has a panel into which inserts of varied materials and colors may be placed. Panels may be of fabric, wood, ceramic, plastic, metal... any material, any color—may vary from row to row—may blend or contrast with theatre decor.

Maximum Heywood-Wakefield comfort is assured by coil spring seats and padded or coil spring backs. May be floor or riser mounted. For other options and full details, consult Sweet's Catalog (Section 36d/He) or write for color portfolio.

HEYWOOD-WAKEFIELD
H-W
EST. 1826

Menominee, Michigan



A new 1,000 seat William Goldman theatre, to be named the "Andorra," will be completed in time for a summer opening in the expanding Northwest suburbs of Philadelphia, it was announced.

Located on the new Henry Avenue Expressway in the Andorra Springs Shopping Center, the deluxe showplace will offer patrons acres of front-of-theatre parking.

A long term lease for the theatre site was negotiated with Goldman Theatres by Albert M. Greenfield & Co., Inc., managing agent for the owners of the shopping center.

Architects Supowitz and Demchick, in planing the "Andorra," retained the Colonial flavor of the adjacent buildings in the center. A surrounding all-weather promenade carries out the theme on the theatre's grounds.

The highlight of the exterior will be a graceful up-swept marquee, the entire ceiling of which will become one massive lighting fixture capped by a channel neon sign bearing the name of the theatre. Colonial columns will grace the exterior auditorium walls fronting on the vast parking area.

Drawing on the historical background of the original settlers of the area, who gave it its name in the mid-1800's, the interior of the theatre will be a blending of French-Spanish Period and Modern.

The Andorra section of the city was acquired years ago by men who migrated here from "Andorra," a tiny principality nestled in the Pyrenees Mountains about 80 miles from the Mediterranean Sea between France and Spain. Research undertaken with the American representatives of Los Valles Da Andorra will determine the interior decor, which should be of significant interest to the modern day settlers of this growing area.

The new Goldman house will join Acme Markets, W. T. Grant Co., Fidelity-Philadelphia Bank and Trust, Key Bowling Lanes, and numerous independent merchants located in the center.

Construction will begin shortly with completion scheduled by early summer. The Fleming Co., has been awarded the general contract. The finest in air conditioning, projection, push-back seating (pioneered by William Goldman Theatres), lighting, and luxurious carpeting will be installed. A giant screen will provide the ultimate in reproducing the latest refinements in projected color photography. The "Andorra" is intended for presentation of early run, quality product.

Films Readied For Fair

HOLLYWOOD — Planning and scheduling the complex special photographic effects work for six color motion pictures to be used at the New York World's Fair has presented the greatest overall creative challenge ever faced at Film Effects of Hollywood.

This was revealed by Linwood G. Dunn, president of the Hollywood firm which has handled special photographic effects for such entertainment film spectaculars as "West Side Story" and "It's a Mad, Mad, Mad, Mad World."

In producing special photographic effects for motion pictures to be exhibited at the World's Fair, Film Effects of Hollywood utilized seven different kinds of printing units, ranging from 16mm to 70mm aperture formats.

While much of the equipment and technology was already available because of the firm's long and unusual experience in the entertainment film industry, it was still necessary for Dunn and his staff to create innovations to accommodate the unusual production goals of the film's sponsors.

For example, Film Effects of Hollywood devised a special optical printer for making daily 35mm print-down workprints of 65mm originals with the 10 sprocket hole aperture. The 35mm material was easier and much less expensive to work with.

Five of the six films worked on by Film Effects of Hollywood are in a 70mm release format. These are films which the Eastman Kodak Co., Eastman Chemical Products Industries, Billy Graham, DuPont and Cinerama-Graphic Films, Inc. will exhibit at the World's Fair.

The sixth film, for United Airlines, was printed for 35mm projection.

Both of the Eastman films and the motion picture for United Airlines were produced by Saul Bass. In all three of these, Film Effects of Hollywood handled complex optical printing work which included the use of travelling mattes, multiple split screens, super-imposition of image panels, enlargements of smaller film formats and special anamorphic conversions.

On the Cinerama-Graphic Films production, Film Effects of Hollywood's engineering staff worked with the Cinerama Camera Corporation to develop a special 65mm camera with a ten-perforation frame pull-down for use with an unique circular aperture.

Hall Speeds Rockettes

NEW YORK — Radio City Music Hall's Rockettes and Ballet Company dancers are finding the going easier between their dressing rooms and the stage. The performers are now sped on their way by "private elevator" service as a result of modernization by Otis Elevator Company of the theatre's four backstage elevators.

Largest theatre in the world, the Music Hall is also unique in having stage and dressing rooms on different levels. At each show "break," the stage manager can now turn special key switches and automatically convert as many of the elevators as needed into "private" cars running non-stop between stage level and third floor, where the Rockettes and Ballet Company have their dressing rooms.

Elevators are thus assigned to the dancers' exclusive use when they need the service most, just before and after their appearances on stage. There are 36 Rockettes or 24 members of the Ballet Company performing at the same time.

it costs no more to replace AGED Selenium with NON-AGING Silicon

. . . hundreds of exhibitors have replaced their 3-Phase Selenium Rectifier Stacks with KNI-TRON Silicon Stacks because,

Silicon is more efficient than Selenium. Also, Silicon is non-aging and because the diodes are hermetically sealed, they are not affected by climatic conditions.

In most instances Silicon costs less than what you'd pay for Selenium and this includes the Automatic Arc Striking Current Minimizer, which greatly reduces sooting and pitting of expensive reflectors.

Many circuits carry a spare Silicon Stack in stock. When a Selenium Stack fails, it's the best assurance of rapid conversion with least interruption.

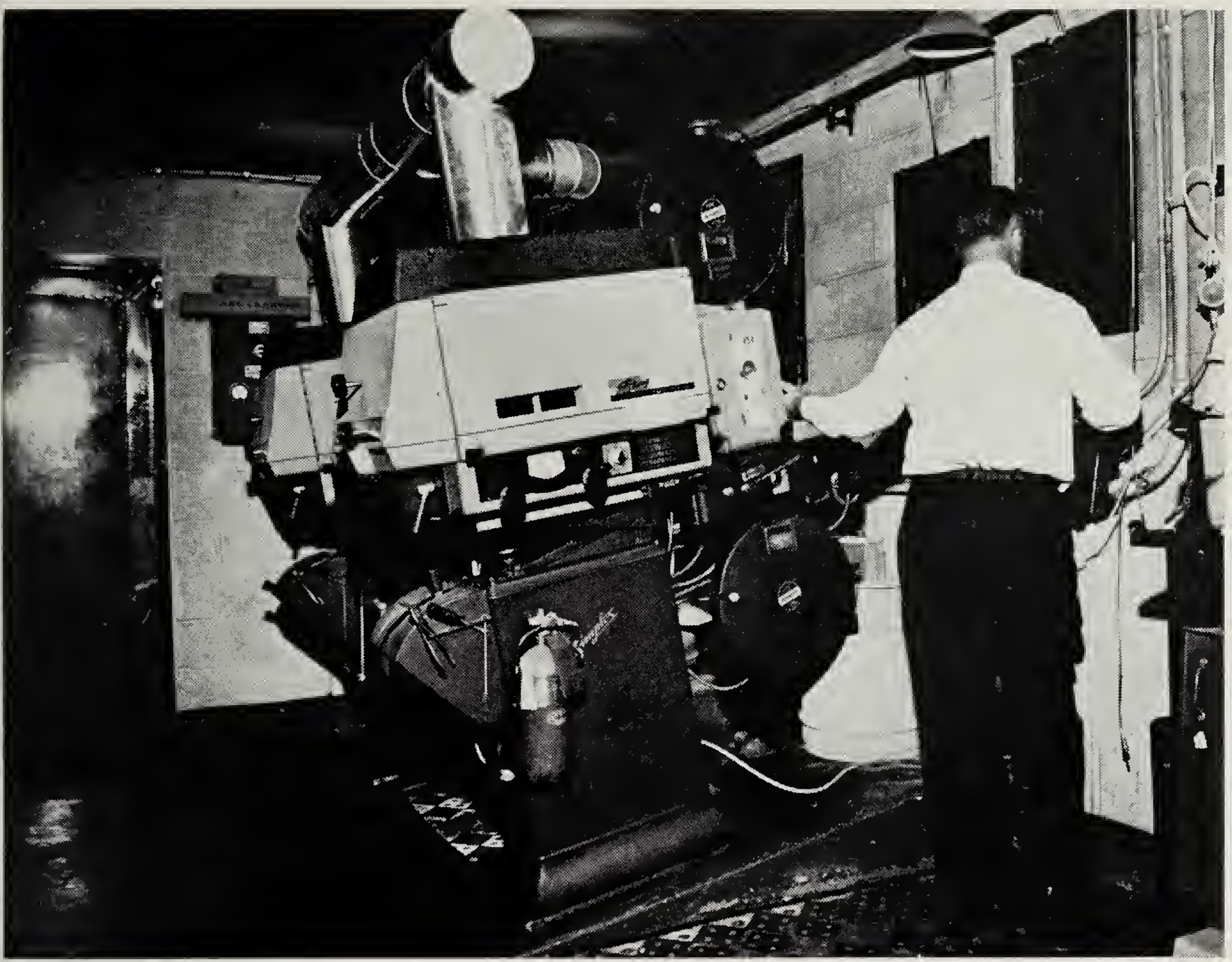
KNI-TRON Replacement Silicon Stack

- Model R-924 with Minimizer for 90 through 135 amperes.
- Model R-1325 (Minimizer optional) for 140 through 180 amperes.

Talk to your supply dealer today. If you prefer, write us direct. Address department P.

THE KNEISLEY ELECTRIC CO.
P. O. Box 1506
TOLEDO, OHIO 43603

CURRENT MINIMIZER



The new Strong Futura project arc lamps just installed at the Wilder Drive-In Theatre, Norfolk, Virginia are shown in operation by W. H. Poore, projectionist of the drive-in.

NAC REGIONAL

(*Continued from page* PE-8)

selling Pizza in refreshment centers. Popular sizes of Pizza, according to Rudow, are now 8 and 12 inches.

Andrew S. Berwick, Jr., president of Wright Popcorn & Supply Co., San Francisco and a Regional vice president of NAC provided figures and statistics on popcorn production and consumption through 1963.

The importance of using quality hybrid corn in order to get the maximum popcorn yields was emphasized by H. E. Chrisman, vice president, Cretors and Co., Nashville, Tenn. He also criticized the film distributors for inserting clauses in their exhibition contracts banning the sale of popcorn during so-called "hard ticket" engagements and urged theatre exhibitors to resist signing contracts which carry such discriminating bans.

Louis L. Abramson, NAC executive director, discussed the values in NAC membership, pointing out that members profit only from new ideas received but from personal contacts with industry leaders.

John W. Wilson, National General Corp., Beverly Hills, Calif., co-chairman of the NAC conference acted as moderator of Tuesday afternoon's session, which followed a luncheon in the Biltmore's Rendevouz Room hosted by Coca-Cola.

Pepsi-Cola played host to the attending concessionaires at a cocktail reception in the evening. Donald V. Curran, marketing manager, Pepsi-Cola Company, Beverly Hills, Calif., received the delegates at this function on behalf of his company.

A portion of Tuesday morning's session was devoted to a visual presentation describing refreshment trends in drive-in theatres, which was narrated by Harold F. Chesler, Theatre Candy Distributing Co., Salt Lake City, Utah and NAC treasurer.

New Westrex Head Named

BEVERLY HILLS—Appointment of Gale Livingston as president of the Westrex division of Litton Industries has been announced by Joseph S. Imirie, Litton vice-president and chairman of the Industrial Group.

Altec Servicing Cinerama

NEW YORK—Negotiations have been successfully concluded between Gerhard Lessman, vice president of Cinerama, Inc. and R. E. Pierce, operating manager of Altec Service Corp., a subsidiary of Ling-Temco-Vought, Inc., giving Altec the responsibility of supervising the installation of equipment in new Cinerama theatres throughout the continental United States. Installation responsibility will include screens, curtains, projection and sound systems.

At his Anaheim, California office George L. Carrington, Jr., general manager of Altec stated: "We are extremely proud to have been selected for this large responsibility. We feel that our continued policy of primary attention to the motion picture industry, our engineering knowledge and experience on all of the latest techniques has, again, proven of value to the trade."

Altoona House Remodeled

ALTOONA, Pa.—The State Theatre, recently remodeled, was reopened with interior painted and redecorated and new carpeting installed. Seating was rearranged to permit comfortable leg room between rows and seats staggered to permit unobstructed viewing of the screen. Air conditioning will be installed in time for the spring season.

The State Theatre formerly was operated by the Fabian interests. Elaine Hausser, former manager of the theatre, has been transferred to the Fabian Bellivue Theatre in Montclair, New Jersey. The theatre is now owned by Associated Theatres of Pittsburgh and managed by Clair E. (Pete) Greiner, who has been associated with Altoona theatres for 25 years.

As Disastrous As No
Spare in the Desert,
Is No Spare in the Booth

For want of an extra mirror, business can be lost by shutdown.

Always have a spare **TUFCOLD FIRST SURFACE COLD DICHROIC REFLECTOR**

Better yet, also replace your old reflectors now with these modern, long-service reflectors with the harder than glass, flake and peel-proof front coating.

THE COATING IS GUARANTEED FOR 2 YEARS!

The Strong Electric Corporation

21 CITY PARK AVENUE • TOLEDO, OHIO 43601 • PHONE: (419) 248-3741

NEW PRODUCTS
. . . that have Theatre interest

Luminaires

Eight new traditional and contemporary post-top filament lighting fixtures have been introduced by the General Electric Company's Outdoor Lighting Department.

G.E.'s commercial area lighting line has now been extended to include the small-type luminaires which can be used for malls, driveways, walkways, patios, gardens, pool decks, and terraces. The fixtures, plus others made by the company for facade and parking lot illumination, can be employed by shopping centers, restaurants, and theatres.

The two basic contemporary fixtures are about 12 inches high by 16 inches wide and the two basic traditional units are about 19 inches high by 10 inches wide. All four can accommodate filament lamps up to 150 watts and are designed for mounting at about six feet on three-inch diameter steel poles.

In addition to the four basic units, four variations are available with a photoelectric control for automatic dusk-to-dawn operation. Among other features, standard with all models, are: cast aluminum construction; acrylic-enamel paint which resists chipping or fading; frosted plastic impact-resistant panes; and decorative trim for lasting beauty.

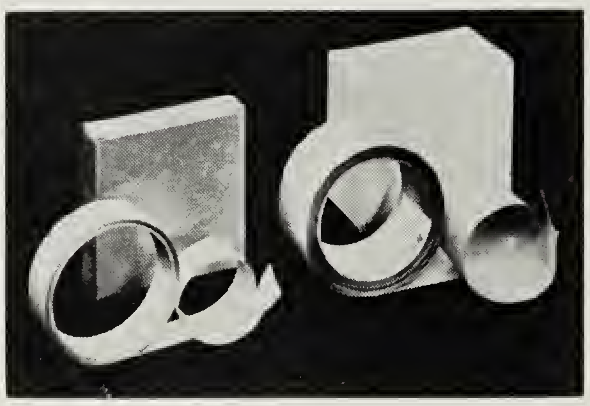
We will rebuild one Drive-in theatre in-car speaker FREE! Make it good as new —even better; Test us . . .

Send Speaker Today!

write Dept. E-12

WESTERN ELECTRONICS COMPANY
3311 Houston Ave., Houston, Texas 77009

Repair Tape



Nafco Rip Repair Tape, a new, tough, transparent, waterproof, pressure sensitive tape for repairing rips, cuts and tears in vinyl and leather upholstery of theatre seats, lobby furniture, bars and booths, is being introduced by National Laminating Manufacturing Co.

When in place, it is not affected by hot or cold water, soap, steam, detergents, alcohol, oil, grease and many solvents and acids. The tape withstands temperatures from 80 degrees below zero to 400 degrees above.

Average rip repair costs about a nickel for material, takes about one minute to apply. Stops rips from spreading, makes a permanent repair which should last as long as the upholstery does. No heat is required. Simply remove paper backing and press tape down over rip.

One roll of the tape, 2 inches wide by 20 ft. long, is enough for 100 average rip repairs. Comes in rolls 1-2-4- and 5 inches wide, in either Mat (dull) finish or Gloss finish (for shiny upholstery.) The price is the same for both.

Roll-Along Ladder

A roll-along ladder, made by the Dayton Safety Ladder Co., Cincinnati, is available in 3', 4½' and 6' sizes, measured to the platform.

The ladder is suited for many maintenance uses. Rubber-tired swivel casters on the rear support roll the ladder from job to job. They also make this a handy ladder for work which requires frequent changes in ladder position.

The ladder has many safety features. It is made from tested airplane spruce, and is reinforced with steel braces for extra rigidity. Steel hand rails guard the platform area. Rubber-treaded safety shoes on the front supports hold the ladder stationary and prevent "scooting."

An automatic locking feature insures safety while the ladder is in use. The ladder folds compactly for convenient storage. It is UL approved and labelled and is designed to meet ASA Safety Code specifications.

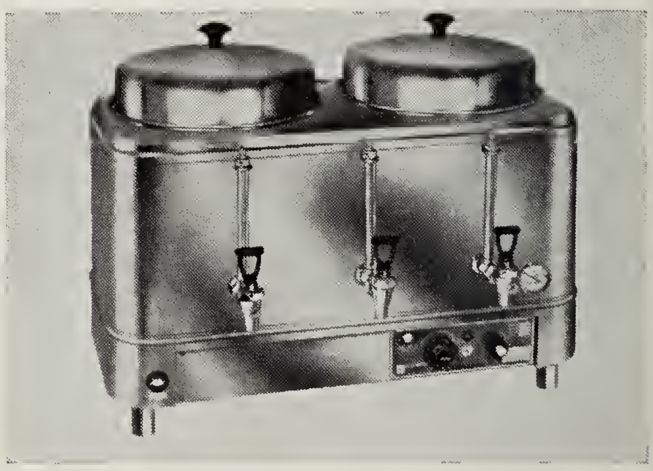
Coffee Urns

Star Metal Corp., Philadelphia, has announced a completely new line of economy-priced single-jacket coffee urns—the Starbrew-L Series—and price reductions in the deluxe line of Starbrew urns. The new Starbrew-L series is said to be one of the lowest priced lines available.

Although economically priced, these new units have all the features required for consistently good coffee and carry UL, National Sanitation Foundation, American Gas Association and Canadian Gas Association approvals and the Coffee Brewing Institute "Golden Cup Award."

Available in twin and combinette models, three and six gallon capacities, for gas or electric operation, these coffee urns have as standard equipment such features as fully automatic thermostat, self-closing push-button water inlet valve, pitched liner and many others normally offered as "extras" in lower-priced urn series.

The model SCG-3 L illustrated is a low-silhouette three gallon compact combinette with dimensions of 24⅜" high, 21 19/32" deep and 21½" wide.



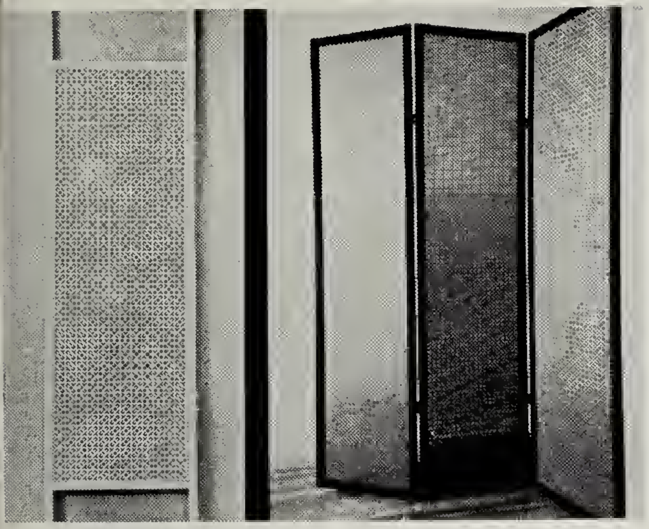
CARBON ARCS . . . for finest Projection . . . Compact Xenon Arcs

Lorraine Arc Carbons
division
- Brighter Light on Screen
- Longer Burning per Carbon
- More Economical . . .

XeTRON® products
division
XeTRON LAMPHOUSES • XeTRON POWER SUPPLIES
by Cinemeccanica by Christie

CARBONS, INC. BOONTON, N. J.

Decorator Dividers



Two attractive and practical new lines of interior separators—Panelaire Room Dividers and Panelaire Folding Screens—were introduced for public buildings by the Panelboard Manufacturing Company, Inc., of Newark, N. J.

The unique dividers and screens feature the rich three-dimensional styling of silicon-impregnated Panelaire filigree, the super-durable hardboard grillework. They have been designed to meet a growing demand for inexpensive and elegant interior separators that permit flexible room arrangements and create additional space and privacy in lobbies, lounges, recreation rooms and offices.

The decorator-styled Panelaire Room Dividers are finished in authentic-looking Antiqued White or satin-like Gold, or unfinished and ready for painting in any suitable color or combination of hues. Their 24"x72" filigree insert panels mounted in solid first-grade wood frames are designed in either of two strikingly beautiful patterns that fit in with any furnishings or decorating scheme: Granada, a Moorish-inspired block-inset design, and Oriental, a finely sculptured pattern of open square forms.

ABC Vend Sales Up

NEW YORK—Sales for ABC Vending Corp. passed the $100 million-a-year rate for the first time in the company's history during 1963, it was announced by Jack Beresin, president.

He said preliminary figures show that sales for 1963 averaged out to a two-million-dollar-a-week rate, with actual revenues for the 47-week period through Nov. 24 at $93,880,000 and the remaining weeks projected to carry 1963 sales over the $100 million mark.

Beresin attributed the high sales figure to a greater degree of success last year in securing contracts in the company's traditional concession and food management markets, and to the stronger competitive position of ABC divisions in related lines including the Ballantyne division in Omaha, Nebraska, which produces theatre equipment.

ABC Vending made significant gains last year in the concession field. It signed a five-year contract with RKO Theatres, Inc., which is expected to gross $16 million in sales. It added West Virginia and Ohio State university stadiums to its concession contracts in this field which includes Chavez Ravine, home of the Los Angeles Dodgers.

In addition, the company has broadened its operations in the food service management and catering field.

Attn: Supply Dealers!

HAVE YOU
sent in
your corrected
listing for
THEATRE CATALOG?

we will not be able to change your listing for this year's Catalog unless you act now! Mail to Department T.C.

MOTION PICTURE EXHIBITOR
317 N. Broad Phila. 7, Pa.

WANT FURTHER INFORMATION ON
PRODUCTS
ADVERTISED IN THIS ISSUE

Please Check:

- ☐ **ASHCRAFT MFG. CO., INC., C. S.,** Projection Lamps and Rectifiers
- ☐ **BALLANTYNE INSTRUMENTS AND ELECTRONICS, INC.,** Complete Theatre Equipment Leasing, Norelco 70/35 mm Projectors, Planning
- ☐ **CARBONS, INC.,** Lorraine Arc Carbons
- ☐ **COCA-COLA CO., THE,** Coca-Cola, Custom Merchandising
- ☐ **HEYWOOD-WAKEFIELD CO.,** Comfort-Engineered Theatre Seating
- ☐ **KNEISLEY ELECTRIC CO., THE,** Kni-Tron Silicon Rectifier Stacks
- ☐ **MASSEY SEATING CO.,** Theatre Seat Rehabilitation
- ☐ **NATIONAL THEATRE SUPPLY CO.,** Simplex In-A-Car Speakers, X-L Projectors, Equipment
- ☐ **NORTH AMERICAN PHILIPS CO., INC.,** Norelco AA11 Universal 70/35 Projectors
- ☐ **SIMONIN'S SONS, C. F., INC.,** Popsit Plus Popcorn Seasoning
- ☐ **STRONG ELECTRIC CORP., THE,** Futura Projection Arc Lamps, Reflectors
- ☐ **WESTERN ELECTRONICS CO.,** Rebuilt Drive-In Speakers
- ☐ **XETRON DIV., CARBONS, INC.,** Xetron Lamphouses, Power Supplies

LIST ITEMS ____________________

____

____

ISSUE OF MARCH 11, 1964

NAME ....

THEATRE ....

ADDRESS ....

CITY, STATE ....

MOTION PICTURE EXHIBITOR
317 N. Broad St., Philadelphia, Pa. 19107.

New Technical Book

WASHINGTON, D. C.—A technical note discussing tools and methods for measuring the light output of projectors has been made available by the National Bureau of Standards here.

In the photometry of projectors, the intensity of the light from the projector is measured as a function of angle of viewing. For many years the Bureau has conducted photometric measurements on various types of projectors, and a variety of techniques and equipment has been developed.

Photometric measurements are made by comparison with a standard lamp of known luminous intensity in a specified direction. These comparisons are made with photosensors which are color-corrected by filters so that the spectral response is similar to the CIE luminous efficiency function. While precision requirements are not severe, considerable care is required to keep the experimental errors within the desired limits.

The book is 28 pages in length and can be had by remitting 25¢ to the Superintendent of Documents, U. S. Gov't Printing Office, Wash., D. C. Its title is "Photometry of Projectors at the National Bureau of Standards," by Lionel Chernoff.

Smerling New ABC V.P.

NEW YORK — Announcement has been made of the election of David W. Smerling as a vice president of the ABC Vending Corp. He also holds the posts of vice president of the company's Confection Cabinet Division, Chicago, and is a member of the board of directors of the parent corporation.

QUALITY
SERVICE
VALUE

N.T.S

America's
headquarters
for all
theatre equipment
and supplies

NATIONAL THEATRE SUPPLY COMPANY

Coke Fair Promotion

ATLANTA—In April, Coca-Cola Bottlers across America will launch a mammoth 2½ million dollar World's Fair promotion offering more than 125 free trips to the New York World's Fair as prizes in one of the largest consumer and trade sweepstakes on record.

For consumers, the "See-the-Fair" Sweepstakes invites the grand prize winner to "take a trip to the New York World's Fair . . . and take 25 friends with you." The drawing for this fabulous 5-day expense-paid trip, or $25,000 in cash, will be held June 8. Additionally, 4,000 other prizes will be given. Every week during the 5-week Sweepstakes, 20 families will receive trips to the Fair and 780 persons will receive valuable merchandise prizes.

For the trade, a $50,000 Sweepstakes with over 150 prizes for dealers only will be run. It is open to retailers who sell bottled Coca-Cola and Sprite. A 5-day expense-paid World's Fair trip for two, followed by a 10-day trip to anywhere in the world (or $5,000 in cash) is the grand prize.

This consumer activity themed to the 1964-65 New York World's Fair is the third such Sweepstakes sponsored by Coca-Cola Bottlers. In 1962 "Tour the World" Sweepstakes drew a record 9 million-plus entries, and in 1963 the "Go America" Sweepstakes again topped all consumer Sweepstakes in number of entries received. These two bottle crown promotions which stirred the public into widespread bottle-crown collecting and generated such amazing entry-response prompted The Coca-Cola Company to repeat the activity with a new prize structure oriented to World Fair travel.

Some 3½-4 billion "World's Fair" bottle crowns will appear on bottles of Coca-Cola and Sprite during the Sweepstakes. The top of each crown will caarry a sketch of "The World of Refreshment," The Coca-Cola Company's exhibit at the Fair featuring the "Tower of Music" which houses a 610-bell carillon, the largest in the world. Beneath the crowns, consumers will find a fascinating collection of World's Fair exhibits such as Eastman Kodak, Ford, General Electric, DuPont and over 100 others.

ASHCRAFT

CORE-LIGHT
SUPER CINEX
CINEX SPECIAL

PROJECTION LAMPS
AND HIGH RECTANCE
MULTI-PHASE RECTIFIERS

★

World's Standard
Of
Projection Excellence

MAY WE BE OF HELP?

Just Check the items on which you want additional information. . . . We will get it into your hands quickly and completely. No obligation.

ADVERTISING ACCESSORIES

....Attraction Board
....Banners, Flags
....Display Cases, Easels
....Letters, Silhouette
....Marquees
....Marquee Letters
....Poster Frames
....Posters, Heralds
....Signs
Special Announcement
....Trailers
....Trailers

AIR CONDITIONING

....Air Conditioning Systems
....Air Filters
....Blowers
....Diffusers
....Fans

CONCESSIONS

....Bags
....Barbecue Products
....Beverages
....Beverage Dispenser, Fountain
....Boxes
....Bun Warmers
....Butter Dispenser
....Candy
...Coffee
....Coffeemaker
....Chocolate Drink
....Chocolate Drink Dispenser
....Concession Stand
....Concessionaire
....Canned, Prepared Foods
....Cups
....Cup Dispenser
....Food Preparation Equipment
....Fountains
....Gum
....Hamburger Grills
....Ice Cream
....Ice Cream Cabinets
....Ice Cream Dispensers
....Ice Machines
....Malt, Shake Machines
....Nuts
....Pizza Equipment & Supplies
....Popcorn
....Popcorn Seasoning
....Popcorn Warmers
....Popcorn Machines
....Refrigeration Units
....Soft Drinks
....Snow Cones

COIN VENDING MACHINES

....Candy Vender
....Cigarette Vender
....Coffee Vender
....Coin Changers
....Drink Vender, Cup
....Gum Vender
....Hot-Cold Cup Venders
....Ice Cream Vender
....Juice Vender
....Milk Vender
....Nut Vender
....Popcorn Vender
....Sandwich Vender

DECORATION • FURNISHING

....Carpets
....Carpet Cushion
....Curtains, Stage
....Curtain Controls & Track
....Decorators, Designers
....Draperies
....Drink Fountain
....Fabrics, Wall
....Flooring
....Lounge Furniture
....Mats, Rubber
....Paint
....Sand Urns
....Stage Rigging
....Tile
....Traffic Control

HEATING

....Fans
....Furnaces
....Heat Pumps
....Humidifiers
....Insulation, Thermal, Acoustic

LIGHTING

....Aisle Lights
....Batteries
....Color Wheels
....Dimmers, Controls
....Directional Signals
....Emergency Light
....Spot & Flood Lights
....Switchboards
....Transformers

MANAGEMENT

....Theatre Forms and Systems,
Personnel Training
....Uniforms

PROJECTION

....Aperture Plates
....Blowers, Lamphouse, Porthole
....Carbons
....Carbon Saver
....Changeover
....Dowsers
....Film Cabinets
....Film Cement
....Film Coolers
....Film Magazines
....Film Reels
....Film Rewinders
....Film Splicers
....Lenses
....Motor Generator
....Projectors
....Projection Arc Lamp
....Projector Parts
....Pedestals
....Rectifiers
....Reel End Signals
....Reflectors
....Rewinds
....Rheostats
....Screens
....Sound Equipment
....Sprockets
....Television, Theatre
....Transformers

SAFETY SUPPLIES

....Door Hardware
....Exit Devices
....Fire Alarms
....Fire Extinguisher
....Fire Hose
....Kick-Push Plates
....Ladders

SANITARY SUPPLIES

....Carpet Cleaners
....Deodorants-Disinfectants
....Floor Cleaners
....Glass Cleaners
....Hand Dryers
....Mops—Brushes
....Soap Dispenser
....Upholstery Cleaner
....Vacuum Cleaners

SEATING

....Auditorium Seats
....Drive-In Seating
....Seat Covers
....Seat Cushion
....Seat Reconditioning
....Upholstery Material

SOUND EQUIPMENT

....Amplifiers
....Inter-Coms
....Exciter Lamps
....Microphones
....Pre-Amplifier Cabinet
....Public Address System
....Sound Equipment, Theatre
....Sounds Heads
....Sound Service Companies

TICKET OFFICE

....Admission Signs
....Boxoffices
....Cash Control Systems
....Change Making Machines
....Coin Sorters
....Tickets
....Ticket Boxes
....Ticket Machines
....Ticket Registers
....Turnstiles

DRIVE-INS

....Admission Control Systems
....Attraction Lights
....Benches
....Directional Lights
....Dust Control Systems
....Fences
....Fireworks
....Floodlights
....Insect Control
....Flares, Light
....Heater, In-Car
....Miniature Trains
....Paint
....Picnic Table
....Playground Equipment, Rides
....Pools, Swimming
....Post Lights
....Quarter Midget Racers
....Ramp Lights
....Screen Facing
....Screen Paint
....Screen Towers
....Seats, Walk-In Patron
....Speakers, In-Car
....Speaker Cords
....Speaker Cover
....Speaker Posts
....Speaker Repair
....Sweepers
....Underground Cable

Without charge or obligation, please send me additional information on above items that are checked:

Name ....Theatre ....

Address ....City, State ....

Check items, fill in coupons, tear off on dotted line and mail to

MOTION PICTURE EXHIBITOR
317 N. BROAD ST., PHILADELPHIA, PA. 19107

Have you remodeled your theatre recently? Redecorated? Put in new seats, carpets or furnishings? New Marquee or lobby? We would like to know about it. Just drop us a card or letter with details—photos if available.

SERVISECTION

THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months

MOTION PICTURE
EXHIBITOR
SHOWMEN'S TRADE REVIEW

Published every second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 27 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference Index, brought up-to-date from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVISECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issues of each August will always contain a complete annual Index.

Combined, the yellow paper SERVISECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.

MARCH 11, 1964
SECTION TWO
VOL. 71, NO. 9

FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the the producer. Abbreviations following title indicate type of story, such as

C—Comedy
CAR—Cartoon
COMP—Compilation
D—Drama
DOC—Documentary
MD—Melodrama
MU—Musical
W—Western
NOV—Novelty
TRAV—Travelogue

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as

CN—Cinerama
CS—CinemaScope
DC—Deluxe Color
DS—Dyaliscope
EC—Eastman Color
MC—MetroColor
PC—Pathe Color
PV—Panavision
RE—Reissue
TC—Technicolor
TE—Technirama
TS—Techniscope
VV—VistaVision
C—Other Color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and data of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

ALLIED ARTISTS — DISTRIBUTED DURING THE PAST 12 MONTHS

6303 **BLACK ZOO**—MD-88m.—(PV; EC)—Michael Gough, Jeanne Cooper—5041 (5-1-63)—Mild horror entry for the program
6307 **CRY OF BATTLE**—D-99m.—Van Heflin, Rita Moreno, James MacArthur—5097 (10-9-63)—Fast action is satisfactory for program—Made in The Philippines.
6304 **55 DAYS AT PEKING**—D-150m.—(Super TE70; TC)—Charlton, Heston, Ava Gardner—5041 (5-1-63)—Segment of history makes impressive entertainment—Filmed in Spain
6301 **DAY OF THE TRIFFIDS, THE**—MD-93½m.—(CS; EC)—Howard Keel, Nicole Maurey—5041 (5-1-63)—High rating science fiction entry should please—English made
6309 **GUNFIGHT AT COMANCHE CREEK**—W-90m.—(PV; DC)—Audie Murphy, Colleen Miller—5113 (12-4-63)—Good western
6306 **GUN HAWK, THE**—W—92m.—(C)—Rory Calhoun, Ruta Lee—5097 (10-9-63)—Good action entry
6210 **PAYROLL**—MD-79m.—Michael Craig, Francoise Prevost—5045 (5-15-63)—Good programmer—English
6302 **PLAY IT COOL**—MU-74m.—Billy Fury, Anna Palk—5065 (7-10-63)—Fair programmer—English
6305 **SHOCK CORRIDOR**—D-101m.—Peter Breck, Constance Towers—5065 (7-10-63)—Sojourn in mental institution is repelling and unpleasant
6401 **SOLDIER IN THE RAIN**—CD-88m.—Jackie Gleason, Steve McQueen, Tuesday Weld—5109 (11-20-63)—Unusual comedy drama has names to help
6308 **WAR IS HELL**—MD-81m.—Tony Russell, Bayes Barron—5125 (1-22-64)—Good war entry for lower half
YANK IN VIET-NAM, A—MD-80m.—Marshall Thompson, Kieu Chinh—5129 (2-5-64)—Well made programmer—Filmed abroad

COMING FEATURES IN ORDER OF RELEASE

Feb. **LIFE IN DANGER, A**—Derrin Nesbitt, Julie Hopkins
Mar. **SECRET DOOR, THE**—C—Robert Hutton, Sandra Dorne
April **STRANGLER, THE**—Victor Buono
May **NAKED KISS, THE**—Constance Towers, Anthony Eisley

COMING

CLASH BY NIGHT—Terence Longdon, Jennifer Jayne—English
MASTER SPY—Steven Murray, June Thorburn—English
NEVER PUT IT IN WRITING—Pat Boone, Milo O'Shea
PARTY, THE—Carol Lynley
TRAIN 349 FROM BERLIN—Jose Ferrer, Sean Flynn, Nicole Courcel

AMERICAN INTERNATIONAL — DISTRIBUTED DURING THE PAST 12 MONTHS

716 **BATTLE BEYOND THE SUN**—MD-67m.—(C)—Edd Perry, Aria Powell—5033 (4-3-63)—Average outer space science fiction for the program—Filmgroup
810 **BEACH PARTY**—C-100m.—(Pathe-Color; PV)—Bob Cummings, Dorothy Malone, Frankie Avalon—5069 (7-24-63)—Entertaining comedy has angles
819 **COMEDY OF TERRORS, THE**—C-86m.—(PV; C)—Vincent Price, Joyce Jameson, Peter Lorre, Boris Karloff, Basil Rathbone—5117 (12-18-63)—Mirthful, macabre money-maker
DEMENTIA 13—MD-81m.—William Campbell, Luana Anders—5133 (2-19-64)—Horror for the duallers
ERIK THE CONQUEROR—MD-81m.—(Colorscope; TC)—Cameron Mitchell, Alice and Ellen Kessler—5113 (12-4-63)—Another Italian-made spectacle—Italian-made; dubbed in English
807 **FREE, WHITE AND 21**—D-102m.—Frederick O'Neal, Annalena Lund—5045 (5-15-63)—Exploitable, but controversial courtroom film with a gimmick
812 **HAUNTED PALACE, THE**—MD-85m.—(PV; PC)—Vincent Price, Debra Paget, Lon Chaney—5089 (9-11-63)—Plenty of chills in superior horror entry
802 **MIND BENDERS, THE**—D-101m.—Dirk Bogarde, Mary Ure—5029 (3-20-63)—Off-beat drama deals with experimentations involving the mind—English
718 **NIGHT TIDE**—D-84m.—Dennis Hopper, Linda Lawson—5033 (4-3-63)—For the duallers—Filmgroup
803 **OPERATION BIKINI**—D-80m. (Part Color)—Tab Hunter, Eva Six, Frankie Avalon—5033 (4-3-63)—War-time adventure for the program
PYRO—MD-99m.—(Panacolor)—Barry Sullivan, Martha Hyer—5113 (12-4-63)—Satisfactory horror meller—Made In Spain
804 **TERROR, THE**—MD-81m.—(Vistascope; C)—Boris Karloff, Sandra Knight—5093 (9-25-63) Average entry for horror fans
813 **SUMMER HOLIDAY**—MU-100m.—(CS; TC)—Cliff Richard, Lauri Peters—5105 (11-6-63)—Lively musical treat for younger set —English
809 **X-THE MAN WITH THE X-RAY EYES**—MD-80m.—(Spectarama; Pathecolor)—Ray Milland, Diana Van Der Vlis—5093—(9-25-63) Superior science fiction entry holds interest
805 **YOUNG RACERS, THE**—D-82m.—(Pathecolor)—Mark Damon, William Campbell, Luana Anders—5077 (8-21-63)—Auto racing action aimed at youthful set.

TO BE REVIEWED

BLACK SABBATH—(EC)—Boris Karloff
CALIFORNIA—Jock Mahoney
CAPTIVE CITY—(C)—David Niven, Ben Gazzara—Italian-made
COMMANDO—Stewart Granger
EVIL EYE—John Saxon, Leticia Roman

. . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; A4—Unobjectionable for Adults with reservations; B—Objectionable in part for All; C—Condemned; follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

A

• Advance To The Rear		MGM
Act One	A2	WB
All Of Me		Misc.
All The Way Home	A2	Par.
Alone Against Rome		For.
America, America	A3	WB
• Americanization of Emily, The .		MGM
• Amok		Fox
And Suddenly It's Murder	A2	For.
Any Number Can Win	A2	MGM
• Ape Woman, The		Emb.
• Aphrodite, Goddess Of Love ..		Emb.
Atom Age Vampire		For.
Auntie Mame—Re.	A3	WB

PLEASE NOTE . . .

This SERVISECTION is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF

B

Bandits On The Wind		For.
Battle Beyond the Sun (Filmgroup)		A-I
Battle of the Worlds		Misc.
Beach Party	A3	A-I
• Bedtime Story	A3	U
• Bear, The	A1	Emb
• Behold A Pale Horse		Col.
Beauty And The Beast	A1	UA
Beauty And The Body		Misc.
• Becket	A3	Par.
Bell, Bare and Beautiful		Misc.
• Best Man, The		UA
Best Of Cinerama, The		Misc.
Big Risk	A3	UA
Billy Liar	A3	For.
Birds, The	A2	U-I
• Black Sabbath		AI
Black Gold	A1	WB
Black Zoo	A2	AA
Brass Bottle, The	A1	U
Break, The		For.
• Bullet For A Badman		U
Bunny Yeager's Nude Las Vegas		Misc.
Bye, Bye Birdie	A3	Col.

C

• California	A3	AI
Call Me Bwana	A2	UA
Captain Newman, M.D.	A2	U
Captain Sinbad	A1	MGM
• Captive City		AI
Cardinal, The	A3	Col.
Caretakers, The	A3	UA
• Carpetbaggers, The	B	Par.
Castillian, The	A2	WB
Cattle King	A1	MGM
Ceremony, The	A3	UA
• Chalk Garden, The	A2	U-I
Charde	A2	U-I
• Cheyenne Autumn		WB
Children Of The Dammed	A2	MGM
Chushingura	A2	For.
• Circus World		Par.
• Clash By Night		AA
Cleopatra	B	Fox
Clown And The Kid, The	A1	UA
Come Blow Your Horn	A3	Par.
Come Fly With Me	A2	MGM
Comedy of Terrors, The	B	AI
• Commando		A-I
Condemned Of Altona, The	A3	Fox
• Congo Vivo		Col.
Conjugal Bed, The	B	EMB
• Contempt		Emb.
Corridors of Blood	A3	Misc.
Counterfeiters Of Paris, The	A3	MGM
Court Martial	A2	UA
Courtship Of Eddie's Father, The	A2	MGM
Crawling Hand, The		Misc.
• Crimson Blade, The	A1	Col.
Critic's Choice	A3	WB
Cry Double Cross		For.
Cry Of Battle	B	AA
• Curse Of The Living Corpse, The	B	Fox

D

• Daffy		U
Dark Purpose	A2	U
Day And The Hour, The	A2	MGM
Day Mars Invaded Earth, The	A1	Fox
Day Of The Triffids, The	A2	AA
Dead Ringer	A3	WB
Dementia (Filmgroup)	B	A-I
• Devil Ship Pirates		Col.
Die Fliedermaus		For.
Dime With A Halo	A3	MGM
• Distant Trumpet, A	A2	WB
Dream Maker, The	A-1	U
Dr. Crippen	A3	WB
Dr. No	B	UA
Dr. Strangelove	A4	Col.
Doll, The	C	For.
Donovan's Reef	A2	Par.
Don't Give Up The Ship—Re.	A3	Par.
Drums Of Africa	A1	MGM
Dubious Patriots, The		UA
Dual Of The Titans	A2	Par.

E

Easy Life, The	A4	Emb.
• East Of Sudan		Col.
8½	A4	Emb.
• Emil And The Detectives		BV
Empty Canvas, The		Emb.
Ensign Pulver		WB
• Erik, The Conqueror	A2	A-I
• Evil Eye		A-I
• Eyes of Annie Jones	A3	Fox

F

Face In The Rain		Emb.
• Fall Safe		Col.
• Fall Of The Roman Empire		Par.

FEAR—Boris Karloff
GOLIATH AND THE ISLAND OF VAMPIRES—(S; C)—Gordon Scott
GRAVESIDE STORY, THE—(PV; C)—Vincent Price, Peter Lorre, Boris Karloff
ITS ALIVE—(C)—Peter Lorre, Elsa Lanchester
IT'S A WONDERFUL LIFE—(CS; C)—Cliff Richard
LAST MAN ON EARTH—Vincent Price
MASQUE OF THE RED DEATH, THE—(PV; C)—Vincent Price, Hazel Court
MUSCLE BEACH PARTY—Frankie Avalon, Annette Funicello
SAMSON AND THE SLAVE QUEEN—(C; S)—Allen Steele
SOME PEOPLE—(C)—Kenneth More
TORPEDO BAY—James Mason, Lilli Palmer
UNEARTHLY STRANGER, THE—John Neville
UNDER AGE—Anne MacAdams, Roland Royter
WAR HEAD—Sean Connery, Stanley Holloway

BUENA VISTA

DISTRIBUTED DURING THE PAST 12 MONTHS

FANTASIA—NOV-117m.—(TC)—Leopold Stokowski and Phila. Orchestra—5097 (10-9-63)—Reissue of something different should attract lots of interest in metropolitan sectors
INCREDIBLE JOURNEY, THE—MD-B0m.—(TC)——Emile Genest, John Drainie—5101 (10-23-63)—Interesting Disney presentation
141 **MIRACLE OF THE WHITE STALLIONS**—D-118m.—(TC)—Robert Taylor, Lilli Palmer, Curt Jugens—5033 (4-3-63)—interesting adventure drama—Filmed in Austria
MISADVENTURES OF MERLIN JONES, THE—C-BBm.—(TC)—Tommy Kirk, Annette—5125 (1-22-64)—Fairly amusing entry
143 **SAVAGE SAM**—MD-104m.—(TC)—Tommy Kirk, Kevin Corcoran, Marta Kisten—5049 (5-29-63)—Exciting Disney meller.
144 **SUMMER MAGIC**—CD-10Bm.—(TC)—Hayley Mills, Burl Ives. Dorothy Mcguire—5061 (6-26-63)—Another Disney family entertainment
SWORD IN THE STONE, THE—CAR-75m.—(TC)—Walt Disney—5097 (10-9-63)—Entertaining cartoon entry for kiddies and the young in heart
THREE LIVES OF THOMASINA, THE—D-97m.—(TC)—Patrick McGoohan. Susan Hampshire—5117 (12-1B-63)—Entertaining Disney release—Filmed in England
20,000 LEAGUES UNDER THE SEA—MD-127m.—(CS; TC)—Kirk Douglas. Peter Lorre—5098 (10-9-63)—Reissue Is high rating Disney feature
YELLOWSTONE CUBS—DOC—47m.—(TC)—Narrated by Rex Allen—5049 (5-29-63)—Entertaining Disney featurette

TO BE REVIEWED

EMIL AND THE DETECTIVES—Walter Slezak, Cindy Cassell
MARY POPPINS—(TC)—Julie Andrews, Dick Van Dyke
MOON-SPINNERS, THE—Hayley Mills, Eli Wallach
TIGER WALKS, A—(TC)—Brian Keith, Vera Miles Sabu
THOSE CRAZY CALLOWAYS—(TC)—Brandon De Wilde, Brian Keith

COLUMBIA

DISTRIBUTED DURING THE PAST 12 MONTHS

719 **BYE BYE BIRDIE**—MUC-112m.—(PV; EC)—Janet Leigh, Dick Van Dyke, Ann Margaret—5037 (4-17-63)—Solid, popular musical comedy entertainment
CARDINAL, THE—D-175m.—(PV; TC)—Tom Tryon, Romy Schneider, Carol Lyndley—5101 (10-23-63)—High rating drama is gratifying on all counts
DR. STRANGELOVE: OR HOW I LEARNED TO STOP WORRYING AND LOVE THE BOMB—CD-93m.—Peter Sellers, George C. Scott, Sterling Hayden—5129 (2-5-64)—Unusual serio-comedy should spark loads of word of mouth
721 **FURY OF THE PAGANS**—MD-86m.—(Dyaliscope)—Edmund Purdom, Rossana Podesta—5069 (7-24-63)—Another Italian-made spectacle for the program
GIDGET GOES TO ROME—C-101m.—(EC)—Cindy Carol, James Darren—5073 (B-7-63)—Gidget rides again in colorful entry —Filmed in Italy
IN THE FRENCH STYLE—D-105m.—Jean Seberg, Stanley Baker—5093 (9-25-63)—Poignant love story of American girl in Paris—Made in France
722 **JASON AND THE ARGONAUTS**—FAN-104m.—(EC)—Todd Armstrong, Nancy Kovack—5053 (6-12-63)—Entertaining fantasy features top special effects
003 **JUST FOR FUN**—MU-72m.—Mark Wynter,, Cherry Roland, Bobby Vee—5061 (6-26-63)—For lower half of program—English
714 **LAWRENCE OF ARABIA**—D-222m.—(PV; TC)—Peter O'Toole, Alec Guinness, Anthony Quinn—5005 (12-19-62)—Top ranking adventure epic is loaded with potential
L-SHAPED ROOM, THE—D-125m.—Leslie Caron, Tom Bell—5051 (5-29-63)—Absorbing tale of a girl's problem—English—Davis-Royal
718 **MAN FROM THE DINERS' CLUB, THE**—C-96m.—Danny Kaye Cara Williams—5034 (4-3-63)—Cute comedy with Kaye touch
MANIAC—MD-B6m.—Kerwin Mathews, Nadia Gray—5101 (10-23-63)—Interesting mystery meller—English made
OLD DARK HOUSE, THE—CMD—86m.—Tom Poston, Janette Scott—5102 (10-23-63)—Amusing comedy shocker—English made
REACH FOR GLORY—D-89m.—Harry Andrews, Kay Walsh—5093 (9-25-63)—Strong entry for art spots—English made—Royal Films Int.
RUNNING MAN, THE—MD-103m.—(PV; EC)—Laurence Harvey, Lee Remick—5094 (9-25-63)—Interesting chase yarn—Filmed abroad
SEIGE OF THE SAXONS—MD-B5m.—(TC)—Janette Scott, Ronald Lewis—5089 (9-11-63)—Fair programmer—Filmed in England
STRAIT-JACKET—MD-89m.—Joan Crawford, Diana Baker, Leif Erickson—5121 (1-B-64) Grisly, but exploitable, horror shocker
SWINGIN' MAIDEN, THE—C-B1m.—Michael Craig, Anne Helm, Jeff Donnell—5125 (1-22-64)—Fair supporting feature—English made
006 **THREE STOOGES GO AROUND THE WORLD IN A DAZE, THE**—C-94m.—3 Stooges, Joan Freeman—50B9 (9-11-63)—Cute take-off on Jules Verne work
001 **13 FRIGHTENED GIRLS**—MD-89m.—(EC)—Kathy Dunn, Murry, Hamilton—5061 (6-26-63)—Interesting programmer
UNDER THE YUM YUM TREE—C-110m.—(EC)—Jack Lemmon, Carol Lynley, Dean Jones—509B (10-9-63)—Amusing romantic comedy
VICTORS, THE—D-153m.—(PV)—George Hamilton, George Peppard, Romy Schneider, others—5105 (11-6-63)—Provocative and unusual entry of much merit—Filmed abroad

COMING FEATURES IN ORDER OF RELEASE

Mar. **PSYCHE 59**—Curt Jurgens, Patrica Neal

COMING

BEHOLD A PALE HORSE—Gregory Peck, Anthony Quinn
CONGO VIVO—Jean Sebastian, Bachir Toure
CRIMSON BLADE, THE—Lionel Jeffries, June Thorburn—English
DEVIL SHIP PIRATES—(C)—Christopher Lee
EAST OF SUDAN—(TC)—Anthony Quale, Sylvia Sims—English
FAIL SAFE—Henry Fonda, Dan O'Herlihy
FINEST HOURS, THE—Documentory On Sir Winston Churchill—English-made
FIRST MEN IN THE MOON—(PV; TC)—Edward Judd, Martha Hyer
GOOD NEIGHBOR SAM—(C)—Jack Lemmon, Romy Schneider
HEY THERE, IT'S YOGI BEAR—(C)—Feature Cartoon
LILITH—Warren Beatty, Jean Seberg, Kim Hunter, Peter Fonda
I LOVE, YOU LOVE—(Ultrascope; C)—Don Jada's Japanese Revue, Red Army Choir, Moise Ballet
LONG SHIPS, THE—TE; TC)—Richard Widmark Sidney Poitier, Leslie Parrish
LORD JIM—(Super PV; TC)—Peter O'Toole, James Mason, Curt Jurgens
LOVE HAS MANY FACES—(PV; C)—Lana Turner, Cliff Robertson, Hugh O'Brian
MAJOR DUNDEE—(PV; C)—Charleston Heston, Richard Harris
NEW INTERNS, THE—Michael Callan, Stefanie Powers
PLAYBOY—(C)—Tony Curtis
PLAY IT COOLER—Anthony Newly, Anne Aubrey
PUMPKIN EATER, THE—Anne Bancroft, Peter Finch—English
QUICK GUN, THE—(C)—Audie Murphy, Merry Anders
RIDE THE WILD SURF—Fabian, Tab Hunter
SENILITA—Anthony Franciosa, Claudia Cardinale
THESE ARE THE DAMMED—Macdonald Carey, Shirley Ann Field
TRAVELING LADY, THE—Steve McQueen, Lee Remick
WATCH IT, SAILOR—Dennis Price Marjorie Rhodes

EMBASSY

8½—FAN-135m.—Marcello Mastroianni, Claude Cardinale—5061 (6-26-63)—Strictly for art house sophisticates and Fellini fans—Italian; English titles
CONJUGAL BED, THE—CD-B7m.—Ugo Tognazzi, Vidady—5094 (9-25-63)—Well-made, entertaining import—Italian made; English titles
EASY LIFE, THE—D-105m.—Vittorio Gassman, Jean Louis Trintignant—5121 (1-8-64)—Highly interesting import—Italian-made; English titles

FACE IN THE RAIN, A—D-81m.—Rory Calhoun, Marina Bertl, Niall MacGinnis—5029 (3-20-63)—Supense in war for program—Italian; English language
FURY AT SMUGGLERS BAY—MD-92m.—Peter Cushing, Michele Mercier—*5117 (12-18-63)—Mediocre import—English-made*
LANDRU—D-114m.—(EC)—Charles Denner, Michele Morgan—5037 (4-17-63)—Absorbing import—French; English titles
WOMEN OF THE WORLD—DOC-107m.—(TC)—Narrated by Peter Ustinov—5065 (7-10-63)—Informative peek at cultural and anatomical similarities of women of the world in "Mondi Cane" Fashion—Italian; English narration

COMING

BEAR, THE—Renato Rascal, Francis Blanche
APHRODITE, GODDESS OF LOVE—(C)—Isabel Corey
CONTEMPT—(WS; C)—Brigitte Bardot, Jack Palace—French
PASSIONATE THIEF, THE—Anna Magnani
YOUNG GIRLS OF GOOD FAMILY—Ziva Rodann—French
LIGHT FANTASTIC, THE—Dolores McDougal, Barry Bartle
LOVE MAKERS, THE—Claudia Cardinale, Jean-Paul Belmondo
THREE PENNY OPERA—Curt Jurgens, June Ritchie
GHOST AT NOON—(C)—Brigitte Bardot, Jack Palance
EMPTY CANVAS, THE—Bette Davis, Horst Buchholz
ONLY ONE NEW YORK—Documentary
YESTERDAY, TODAY AND TOMORROW—Sophia Loren, Marcello Mastroianni
ZULU—(TE; TC)—Stanley Baker, Jack Hawkins, Ulla Jacobson
APE WOMAN, THE—Ugo Tognazzi, Annie Girardot—Italian

MGM

DISTRIBUTED DURING THE PAST 12 MONTHS

S421 **ANY NUMBER CAN WIN**—MD-111m.—(Dialyscope)—Jean Gabin, Alain Delon—5102 (10-23-63)—Good import—French-made; English titles
326 **CAPTAIN SINDBAD**—FAN-85m.—(TC)—Guy Williams, Heidi Bruhl—5062 (6-26-63)—Well-made fantasy is solid entertainment—Filmed abroad
331 **CATTLE KING**—W-89m.—(EC)—Robert Taylor, Joan Caulfield—5053—(6-12-63)—Large scale western
CHILDREN OF THE DAMNED—D-90.—Ian Hendry, Barbara Ferris—5126 (1-22-64)—Superior suspense shocker is worthy sequel of "Village Of The Damned"—English-made
322 **COME FLY WITH ME**—CD-109m.—(PV; MC)—Dolores Hart, Hugh O'Brien, Karl Boehm—5034 (4-3-63)—Romantic adventures of three airline hostesses
313 **COUNTERFEITERS OF PARIS, THE**—CMD-99m.—Jean Gabin, Martine Carol—5029 (3-20-63)—Comedy meller has Gallic charm and Jean Gabin—French; English titles
321 **COURTSHIP OF EDDIE'S FATHER, THE**—CD-117m.—(PV; MC)—Glenn Ford, Shirley Jones, Ronny Howard—5029 (3-20-63)—Fine entertainment for everyone
DAY AND THE HOUR, THE—MD-115m.—Simone Signoret, Stuart Whitman—5141 (3-4-64)—Interesting import—French-made; English dialogue and titles
318 **DIME WITH A HALO**—D-94m.—Barbara Luna, Roger Mobley, Paul Langton—5030 (3-20-63)—Satisfactory for the program
327 **DRUMS OF AFRICA**—MD-92m.—(MC)—Frankie Avalon, Mariette Hartley—5042 (5-1-63)—Okay adventure yarn for program
FAMILY DIARY—D-114m.—(TC)—Marcello Mastroianni, Jacques Perrin—5113 (12-4-63)—Drama for art spots—Italian-made; English titles
330 **FLIPPER**—D-90m.—(MC)—Chuck Connors, Luke Halpin, Kathleen Maguire—5045 (5-15-63)—Good family entertainment
319 **FOUR DAYS OF NAPLES, THE** —D-124m.—Regina Bianchi, Aldo Guiffre—5037 (4-17-63)—Inspiring import deserves highest rating—Italian; English titles
GLOBAL AFFAIR, A—C-84m.—Bob Hope, Lilo Pulver—5129 (2-5-64)—Hope comedy is cute idea
401 **HAUNTING, THE**—D-112m.—(PV)—Julie Harris, Claire Bloom, Richard Johnson—5077 (8-21-63)—Superior shocker with names
HOW THE WEST WAS WON—D-155m.—(CN; TC)—James Stewart, Debbie Reynolds, George Peppard, others—4997 (11-21-62)—The greatest western spectacle; tops them all
406 **HOOTENANNY HOOT**—MU-91m.—Peter Breck, Ruta Lee, Pam Austin—5089 (9-11-63)—Entertaining entry pushing new country music craze
325 **IN THE COOL OF THE DAY**—D-89m.—(PV; MC)—Jane Fonda, Peter Finch—5049 (5-29-63)—Fairly interesting romance
323 **IT HAPPENED AT THE WORLD'S FAIR**—C-105m.—(PV; MC)—Elvis Presley, Joan O'Brien—5038 (4-17-63)—All depends on Presley draw
KISSIN' COUSINS—CMU-96m.—(MC)—Elvis Presley, Glenda Farrell—5141 (3-4-64)—Cute Presley entry
MAIL ORDER BRIDE—C-85m.—(PV; MC)—Buddy Ebsen, Keir Dullea, Lois Nettleton—5126 (1-22-64)—Appealing western comedy with different twist
307 **MAIN ATTRACTION, THE**—D-90m.—(MC)—Pat Boone, Nancy Kwan—5053 (6-12-63)—Adult drama of young love with circus background—Filmed in England and Italy
403 **MURDER AT THE GALLOP**—CD-81m.—Margaret Rutherford, Robert Morley—5065 (7-10-63)—'Miss Marple' returns in another delightful mystery-comedy—English
355 **MUTINY ON THE BOUNTY**—D-179m.—(PV; TC)—Marlon Brando, Trevor Howard, Tarita—4998 (11-21-62)—High rating adventure entry
PRIZE, THE—D-135m.—(PV; MC)—Paul Newman, Elke Sommer, Edward G. Robinson—5114 (12-4-63)—Names, plenty of action boost plush drama—Partly made in Sweden
324 **RIFIFI IN TOKYO**—MD-89m.—Karl Boehm, Barbara Lass—5042 (5-1-63)—Ordinary crime meller is program material—Made in Japan
SEVEN FACES OF DR. LAO—FAN.-100m.—Tony Randall, Arthur O'Connell, Barbara Eden—5141 (3-4-64)—Unusual, interesting fantasy
309 **SEVEN SEAS TO CALAIS**—MD-102m.—(CS; EC)—Rod Taylor, Irene Worth—5030 (3-20-63)—Good Swashbuckling Adventure—Italian; spoken in English
328 **SLAVE, THE**—MD-102m.—(CS; EC)—Steven Reeves—5045 (5-15-63)—Good action entry about ancient Romans—Italian-made dubbed in English
SQUARE OF VIOLENCE—MD-96m.—(Wide Screen)—Broderick Crawford—5098 (10-9-63)—Okay programmer—European made
SUNDAY IN NEW YORK—C-105m.—(MC)—Cliff Robertson, Jane Fonda, Rod Taylor—5117 (12-18-63)—Bright, sophisticated comedy to suit adult tastes
333 **TARZAN'S THREE CHALLENGES**—MD-92m.—(Dylascope; MC)—Jock Mahoney, Woody Strode—5066 (7-10-63)—Colorful Tarzan adventure—Filmed abroad
334 **TICKLISH AFFAIR, A**—AC-89m.—(PV; MC)—Shirley Jones, Gig Young, Red Buttons—5066 (7-10-63—Mild romantic comedy aimed at family audiences
409 **TWILIGHT OF HONOR**—D-104m.—(PV)—Richard Chamberlain, Nick Adams, Joan Blackman—5094 (9-25-63)—Interesting trial drama for adults
TWO ARE GUILTY—D-131m.—Anthony Perkins, Jean-Claude Brialy—5142 (3-4-64)—Interesting import—French-made; English titles
404 **WHEELER DEALERS, THE**—C-106m. (PV; MC)—James Garner, Lee Remick—5094 (9-25-63)—Money-men run riot in bright, star-filled farce
336 **YOUNG AND THE BRAVE, THE**—D-84m.—Rory Calhoun, William Bendix—5046 (5-15-63)—Okay programmer
402 **V.I.P.'s THE**—D-119m.—(PV; MC)—Elizabeth Taylor, Richard Burton, Louis Jourdan—5077 (8-21-63)—A big one with potent names—English made

COMING FEATURES IN ORDER OF RELEASE

VICE AND VIRTUE—Catherine Daneuve, Annie Girardot, Robert Hassein
TIKO AND THE SHARK—(WS; C)—Tahitian Cast
Feb. **NIGHT MUST FALL**—Albert Finney—English
Mar. **MGM'S BIG PARADE OF COMEDY**—Compilation
April **ADVANCE TO THE REAR**—(PV)—Glenn Ford, Stella Stevens, Jim Backus

COMING

AMERICANIZATION OF EMILY, THE—James Garner, Julie Andrews, Melvyn Douglas
FLIPPER'S NEW ADVENTURE—(MC)—Brian Kelly, Helen Cherry
GLADIATORS SEVEN—(CS)—Richard Harrison
GOLDEN ARROW, THE—(TE; EC)—Tab Hunter, Rosanna Padesta
GOLD FOR THE CAESARS—(C)—Jeffrey Hunter
GUNFIGHTERS AT CASA GRANDE—Alex Nicol
HERCULES, SAMSON, AND ULYSSES—(WS; EC)—Kirk Morris, Richard Lloyd—Italian-made
HONEYMOON HOTEL—Robert Goulet, Nancy Kwan
LOOKING FOR LOVE—(MC)—Connie Francis, Jim Hutton
LOVE CAGE—Jane Fonda, Alan Delon
MURDER MOST FOUL—Margaret Rutherford, Terry Scott
NIGHT OF THE IGUANA—Richard Burton, Ava Gardner, Deborah Kerr
OF HUMAN BONDAGE—PV; MC)—Kim Novak, Laurence Harvey
OUTRAGE, THE—(PV)—Paul Newman, Claire Bloom, Laurence Harvey
POSTMAN'S KNOCK—Spike Milligan, Barbara Shelley

Family Diary	A2	MGM
Fantasia—Re.	A2	BV
Farewell To Arms, A—Re.—	B	Fox
• Fate Is The Hunter		Fox
• FBI Code 98		WB
• Fear		A-I
Fiances, The		For.
55 Days At Peking	AI	AA
• Finest Hours, The		Col.
Fire Within, The		For.
• First Men In The Moon		Col.
• Flight From Ashiya	A3	UA
Flipper	AI	MGM
• Flipper's New Adventure		MGM
For Love Or Money	B	U-I
• For Those Who Think Young		UA
Four Days Of Naples	A2	MGM
Four For Texas	B	WB
Free White and 21	B	A-I
From Russia, With Love	B	UA
Fun In Acapulco	A3	Par.
Fury at Smuggler's Bay	A2	Emb
Fury Of The Pagans	A2	Col.

G

Gathering Of Eagles, A	AI	U-I
• Ghost At Noon		Emb.
Giant Of Metropolis, The		For.
Gidget Goes To Rome	AI	Col.
Glass Cage, The		Misc.
• Gladiators Seven	A-I	MGM
Global Affair, A	A3	MGM
• Gold For The Caesars		MGM
• Golden Arrow, The		MGM
• Goliath And The Island Of Vampires	AI	A-I
Gone Are The Days	A2	Misc.
• Good Neighbor Sam		Col.
• Good Soup, The		Fox
• Graveside Story, The		A-I
Great Escape, The	AI	UA
• Great Race, The		WB
• Greatest Story Ever Told, The		UA
Guest, The	A3	For
Gunfight At, Comanche Creek	A3	AA
Gunfight At The Ok Corral—Re.	B	Par.
• Gunfighter At Casa Grande		MGM
Gun Hawk, The	B	AA
• Guns At Batasi		Fox

H

Hand Of Death	A2	Fox
Harbor Lights	A2	Fox
Haunted Palace	A2	A-I
Haunting, The	A2	MGM
He Rides Tall	B	U
• Hercules, Samson And Ulysses		MGM
• Hey There, It's Yogi Bear		Col.
• Hide And Seek	A2	U
High And Low		For.
• Honeymoon Hotel		MGM
Hootenanny Hoot	A2	MGM
• Horror Of It All, The		Fox
• Horror Of Party Beach, The	B	Fox
House Of The Damned	A2	Fox
How The West Was Won	AI	MGM
Hud	A3	Par.

I

I Could Go On Singing	A3	UA
• I'D Rather Be Rich		U
• I Love, You Love	C	Col.
Incredible Journey, The	AI	BV
In The French Style	A3	Col.
In The Cool Of The Day	B	MGM
Incredible Mr. Limpet, The	AI	WB
Invincible Gladiator, The		For.
• Invitation To A Gunfighter		UA
Invitation To Murder		For.
Irma La Douce	B	UA
Island Of Love	B	WB
• Island Of The Blue Dolphins		U
It Happened At The World's Fair	A2	MGM
• It's A Wonderful Life		AI
• It's Alive		AI
It's A Mad, Mad, Mad, Mad World	AI	UA

J

Jason and the Argonauts	AI	Col.
Johnny Cool	B	UA
Julie The Redhead		For
Just For Fun	A2	Col.

K

King Kong vs. Godzilla	A1	U
Kings Of The Sun	A2	UA
Kiss Of The Vampire	A2	U
• Kisses For My President		WB
Kissin' Cousins	B	MGM
• Kitten With A Whip		U
Knife In The Water	C	For.

L

Ladies Who Do	A2	For.
Ladybug, Ladybug	A2	UA
• Lady In A Cage	B	Par.
Lancelot And Guinevere (Sword of Lancelot)	A2	U-I
Landru	B	Emb.
• Lassie's Great Adventure	A1	Fox
• Last Man on Earth		A-I
Last Train From Gun Hill, The—Re.	A2	Par.
Lawrence Of Arabia	A2	Col.
• Law Of The Lawless		Par.
Leopard, The	A3	Fox
• Life In Danger, A	A2	AA
• Light Fantastic, The	B	Emb.
Lilies Of The Field, The	A1	UA
• Lilith		Col.
List Of Adrian Messenger, The	A1	U-I
• Lively Set, The		U
Long Absence, The	A2	For.
• Long Ships, The		Col.
• Longest Day, The	A1	Fox
• Looking For Love		MGM
• Lord Jim		Col.
• Love Cage		MGM
• Love Has Many Faces		Col.
• Love Makers, The		Emb.
Love On A Pillow	C	Col.
Love With the Proper Stranger	A3	Par.

M

Madmen Of Mandores		Misc.
Mail Order Bride	A3	MGM
Main Attraction, The	B	MGM
• Major Dundee		Col.
Man From The Diners' Club	A1	Col.
Man From Galveston, The	A2	WB
Man In The Middle	B	Fox
Man Who Knew Too Much, The —RE	A1	Par.
Maniac	A3	Col.
Man's Favorite Sport?	A3	U-I
Marilyn	B	Fox
• Marnie		U
• Mary Poppins		BV
Mary, Mary	A2	WB
• Masque Of The Red Death		AI
• Master Spy		AA
• MGM's Big Parade Of Comedy	A1	MGM
McLintock	A1	UA
• Merlin Jones		BV
Mind Benders, The	A3	A-I
Miracle Of The White Stallions	A1	BV
Misadventures of Merlin Jones	A1	BV
• Mister Moses		UA
Moderato Contabile		For.
• Moon-Spinners, The		BV
Move Over, Darling	A3	Fox
Murder At The Gallop	A1	MGM
• Murder Most Foul		MGM
Muriel	A3	For.
• Muscle Beach Party		A-I
Mutiny On The Bounty	A2	MGM
• My Fair Lady		WB
My Son, The Hero	A1	UA
My Son the Vampire		For.

N

Naked Autumn		For.
• Naked Kiss, The		AA
• Natives Are Restless Tonight, The		MGM
• New Interns, The		Col.
New Kind Of Love, A	B	Par.
• Night Must Fall		MGM
• Night Of The Iguana		MGM
Night Tide (Filmgroup)		A-I
• Nightmare	A2	U
Nutty Professor, The	A1	Par.

O

• Of Human Bondage		MGM
Of Love And Desire	B	Fox
Old Dark House, The	A2	Col.
One Man's Way	A1	UA
1000 Shapes of A Female		Misc.
Operation Bikini	B	A-I
• Only One New York		Emb.
• Out-Of-Towners, The		WB
• Outrage, The		MGM

RHINO—(MC)—Harry Guardino, Robert Culp

SANDOKAN, THE GREAT—(WS; TC)—Steve Reeves

SIGNPOST TO MURDER—(PV)—Joanne Woodward, Stuart Whitman

SMOG—(WS)—Annie Girardot, Renato Salvatore

TAMAHINE—(C)—Nancy Kwan, John Fraser

UNSINKABLE MOLLY BROWN, THE—(PV; MC)—Debbie Reynolds, Harve Presnell

VILLAGE OF DAUGHTERS—Eric Sykes, Gregoire Aslan

VIVA LAS VEGAS—PV; MC)—Elvis Presley, Ann Margret

PARAMOUNT

DISTRIBUTED DURING THE PAST 12 MONTHS

6307 **ALL THE WAY HOME**—D—103m.—Jean Simmons, Robert Preston, Michael Kearney—5095 (9-25-63)—Well made drama for discriminating audiences

6221 **COME BLOW YOUR HORN**—C-112m.—(PV; TC)—Frank Sinatra, Molly Picon, Barbara Rush—5049 (5-29-63)—Very funny comedy should roll to top returns

6220 **DONOVAN'S REEF**—CD-107m.—(TC)—John Wayne, Lee Marvin, Elizabeth Allen—5062 (6-26-63)—Sell the names and the action

R6301 **DON'T GIVE UP THE SHIP**—C-89m.—Jerry Lewis—5073 (8-7-63)—Amusing Lewis entry—Reissue

6217 **DUEL OF THE TITANS**—MD-90m.—(CS; EC)—Steve Reeves, Gordon Scott, Virna Lisi—5062 (6-26-63)—Actionful, large scale spectacle of ancient times—French-Italian co-production; dubbed in English

6305 **FUN IN ACAPULCO**—MU-100m.—(TC)—Elvis Presley, Ursula Andress—5109 (11-20-63)—Presley sings again

R6218 **GUNFIGHT AT THE O.K. CORRAL**—W-122m.—(TC)—Burt Lancaster, Kirk Douglas—5056 (6-12-63)—Super western rates high—Reissue

6216 **HUD**—D-112m.—(PV)—Paul Newman, Melvin Douglas, Patricia Neal—5046 (5-15-63) High rating dramatic entertainment

R6223 **LAST TRAIN FROM GUN HILL, THE**—W-94m.—(TC)—Kirk Douglas, Anthony Quinn—5056 (6-12-63)—Suspenseful, big scale western—Reissue

6312 **LOVE WITH THE PROPER STRANGER**—D-100m.—Natalie Wood, Steve McQueen—5118 (12-18-63)—Warm, entertaining drama of youngsters searching for love

R6214 **MAN WHO KNEW TOO MUCH, THE**—MD-120m.—(VV; TC)—James Stewart, Doris Day—5046 (5-15-63)—Reissue of high rating Hitchcock thriller

6304 **NEW KIND OF LOVE, A**—C-110m.—(TC)—Paul Newman, Joanne Woodward, Thelma Ritter—5090 (9-11-63)—Entertaining comedy

6219 **NUTTY PROFESSOR, THE**—C-107m.—(TC)—Jerry Lewis, Stella Stevens—5046 (5-15-63)—Jerry Lewis rides again

6318 **PARIS PICK-UP**—D-90m.—Robert Houssein, Lea Massari—5114 (12-4-63)—Mystery meller import of average interest—French-made; dubbed in English

R6302 **ROCK-A-BYE BABY**—C-116m.—(TC)—Jerry Lewis—5073 (8-7-63)—Highly amusing Lewis entry—Reissue

6313 **SEVEN DAYS IN MAY**—D-120m.—Burt Lancaster, Kirk Douglas, Ava Gardner—5129 (2-5-64)—Engrossing drama with name-filled cast

6317 **SON OF CAPTAIN BLOOD**—MD-88m.—(CS; TC)—Sean Flynn, Ann Todd—5114 (12-4-63)—Fair action entry—Made abroad

R6308 **TO CATCH A THIEF**—MYC-106m.—(VV; TC)—Cary Grant, Grace Kelly—5073 (8-7-63)—High rating entertainment—Reissue

R6215 **TROUBLE WITH HARRY, THE**—C-99m.—(VV; TC)—Edmund Gwenn, John Forsythe, Shirley MacLaine—5046 (5-15-63)—Reissue is off-beat, amusing Hitchcock entry

R6309 **VERTIGO**—MD-127m.—(VV; TC)—James Stewart, Kim Novak—5073 (8-7-63)—Names will help suspense film—Reissue

6310 **WHO'S BEEN SLEEPING IN MY BED?**—C-103m.—(PV; TC)—Dean Martin, Elizabeth Montgomery, Carol Burnett—5114 (12-4-63)—Sophisticated, adult comedy

6306 **WHO'S MINDING THE STORE?**—C-90m.—(TC)—Jerry Lewis, Jill St. John—5114 (12-4-63)—Amusing Lewis entry

6303 **WIVES AND LOVERS**—C-103m.—Janet Leigh, Van Johnson, Shelly Winters—5073 (8-7-63)—Loads of laughs in sophisticated comedy about romantic hi-jinks

COMING FEATURES IN ORDER OF RELEASE

April **PARIS WHEN IT SIZZLES**—(TC; PV)—William Holden, Audrey Hepburn

May **LAW OF THE LAWLESS**—(TC)—Dale Robertson, Yvonne De Carlo, William Bendix

June **LADY IN A CAGE**—Olivia de Havilland, Jeff Corey, Ann Sothern

COMING

BECKET—(PV; TC)—Richard Burton, Peter O'Toole

CARPETBAGGERS, THE—(70mm. PV; TC)—George Peppard, Alan Ladd, Carroll Baker, Martha Hyer

CIRCUS WORLD—(TC)—John Wayne, Claudia Cardinale, John Smith, Rita Hayworth

FALL OF THE ROMAN EMPIRE—(UltraPV; TC)—Sophia Loren, Stephen Boyd

PATSY, THE—(TC)—Jerry Lewis, Ina Balin

ROBINSON CRUSOE ON MARS—(TS; TC)—Paul Mantee, Vic Lundin

STAGE TO THUNDER ROCK—(TC)—Barry Sullivan, Marilyn Maxwell, Scott Brady

WHERE LOVE HAS GONE—(TS; TC)—Susan Hayward, Bette Davis

20TH CENTURY-FOX

DISTRIBUTED DURING THE PAST 12 MONTHS

304 **DAY MARS INVADED EARTH, THE**—MD-70m.—(CS)—Kent Taylor, Marie Windsor—5050 (5-29-63)—Unusual, interesting programmer

CLEOPATRA—D-192m.—(Todd-AO; DC)—Elizabeth Taylor, Richard Burton, Rex Harrison—5062 (6-26-63)—Superior entertainment

312 **CONDEMNED OF ALTONA, THE**—D-114m.—Sophia Loren, Maximilian Schell, Fredric March—5090 (9-11-63)—Powerful, disturbing drama for discriminating—Made in Europe

320 **FAREWELL TO ARMS, A**—D-123m.—(CS; DC)—Rock Hudson, Jennifer Jones—5090 (9-11-63)—Fine filmization of famous book—Reissue

212 **HAND OF DEATH**—MD-62m.—(CS)—John Agar, Paula Ramond—5038 (4-17-63)—'Moster' dualler

317 **HARBOR LIGHTS**—MD-68m.—(CS)—Kent Taylor, Miriam Colon—5069 (7-24-63)—Fair programmer

313 **HOUSE OF THE DAMNED**—MD-62m.—(CS)—Ronald Foster, Merry Anders—5042 (5-1-63)—Good "haunted house" meller for duallers

311 **LEOPARD, THE**—D-161m.—(CS; DC)—Burt Lancaster, Alan Delon, Claudia Cardinale—5078 (8-21-63)—Cannes prize winner is over-long entry for art, specialty spots—Italian-made

318 **LONGEST DAY, THE**—D-180m.—(CS)—All-star cast—4986 (10-10-62)—High rating war entry—Filmed abroad

401 **MAN IN THE MIDDLE**—D-94m.—(CS)—Robert Mitchum, France Nuyen—5121 (1-8-64)—Interesting drama—Filmed in England and India

302 **MARILYN**—DOC.—83m.—(CS; C and black and white)—Narrated by Rock Hudson—5056 (6-12-63)—Mildly impressive documentary on late Marilyn Monroe

324 **MOVE OVER DARLING**—C-103m.—(CS; DC)—Doris Day, James Garner, Polly Bergen—5115 (12-4-63)—Entertaining comedy

319 **OF LOVE AND DESIRE**—D-97m.—(DC)—Merle Oberon, Steve Cochran, Curt Jurgens—5090 (9-11-63)—Romantic drama is fair entry for adults only—Mexican-made

316 **POLICE NURSE**—MD-64m.—(CS)Ken Scott, Merry Anders—5050 (5-29-63)—For the lower half

SHOCK TREATMENT—D-94m.—(CS)—Stuart Whitman, Carol Lynley, Roddy McDowell, Lauren Bacall—5142 (3-4-64)—Exploitable shocker

SOUTH PACIFIC—MU-151m.—(CS; DC)—Rossano Brazzi, Mitzi Gaynor—5142 (3-4-64)—Entertaining hit—Reissue

309 **STRIPPER, THE**—D-95m.—(CS)—Joanne Woodward, Richard Beymer—5042 (5-1-63)—Interesting drama

323 **TAKE HER, SHE'S MINE**—C-98M.—(CS; DC)—James Stewart, Sandra Dee, Audrey Meadows—5102 (10-23-63)—Highly amusing romantic comedy

326 **THUNDER ISLAND**—MD-65m.—(CS)—Gene Nelson, Fay Spain, Miriam Colon—5098 (10-9-63)—Good programmer

315 **YELLOW CANARY, THE**—D-93m.—(CS)—Pat Boone, Barbara Eden—5038 (4-17-63)—Well-made mystery thriller

COMING FEATURES IN ORDER OF RELEASE

LASSIE'S GREAT ADVENTURE—(DC)—June Lockhart, Hugh Reilly

YOUNG SWINGERS, THE—Molly Bee

SURF PARTY—Bobby Vinton, Jackie DeShannon

Feb. **EYES OF ANNIE JONES, THE**—Richard Conte, Francesca Annis

March **THIRD SECRET, THE**—(CS)—Stephen Boyd, Pamela Franklin—English

COMING

AMOK—Jock Mahoney, Margia Dean

CURSE OF THE LIVING CORPSE, THE—

FATE IS THE HUNTER—(CS; C)—Glenn Ford, Suzanne Pleshette

GOOD SOUP, THE—(CS)—Franchot Tone, Annie Giradot

GUNS AT BATASI—Jack Hawkins, Flora Robson—English

HORROR OF IT ALL, THE—Pat Boone, Erica Rogers

HORROR OF PARTY BEACH, THE—

VISIT, THE—(CS)—Ingrid Bergman, Anthony Quinn

WHAT A WAY TO GO!—(CS; DC)—Shirley MacLaine, Paul Newman, Robert Mitchum

UNITED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

BEAUTY AND THE BEAST—MD-77m.—(TC)—Joyce Taylor, Mark Damon—5095 (9-25-63)—Okay family programmer—Harvard
BIG RISK, THE—D-111m.—Lino Ventura, Sandra Milo—5056 (6-12-63)—Interesting crime meller—Franco-Italian co-production; dubbed in English—Amon
6314 **CALL ME BWANA**—C-103m.—(EC)—Bob Hope, Anita Ekberg, Edie Adams—5050 (5-29-63)—Entertaining Hope entry—Eon
6315 **CARETAKERS, THE**—D-97m.—Robert Stack, Polly Bergan, Joan Crawford—5078 (8-21-63)—Gripping drama of life in mental hospital—Barlett
6404 **CEREMONY, THE**—D-105m.—Laurence Harvey, Sarah Miles—5118 (12-18-63)—Best for the arty set—Harvey
6207 **CLOWN AND THE KID, THE**—D-66m.—John Lupton, Mike McGeevey, Mary Webster—5091 (9-11-63)—For the lower half and Saturday matinees—Harvard
COURT MARTIAL—MD-82m.—Karlheinz Boehm, Sabina Sesselman—5098 (10-9-63)—Interesting, tragic war story—German-made; dubbed in English
6307 **DR. NO**—MD-111m.—(TC)—Sean Connery, Ursula Andress—5034 (4-3-63)—High rating adventure drama loaded with sex, skullduggery, and thrills—English—Saltzman-Broccoli
FROM RUSSIA WITH LOVE—MD-118m.—(TS; TC)—Sean Connery, Lotte Lenya—5142 (3-4-64)—Second in James Bond series shapes up as big winner—Eon
6312 **GREAT ESCAPE, THE**—MD-168m.—(PV; DC)—Steve McQueen, James Garner—5038 (4-17-63)—Solid, exciting, suspenseful P.O.W. yarn—Mirisch
6311 **I COULD GO ON SINGING**—DMU-99m.—(PV; TC)—Judy Garland, Dirk Bogarde—5030 (3-20-63)—Entertaining drama—English
6313 **IRMA LA DOUCE**—C-146m.—(PV; TC)—Jack Lemmon, Shirley MacLaine—5056 (6-12-63)—Highly entertaining entry for adult audiences—Mirisch
6401 **IT'S A MAD, MAD, MAD, MAD WORLD**—C-167m. plus intermission—(Cinerama; ultra-Panavision; TC)—Spencer Tracy, Milton Berle, Ethel Merman, others—5109 (11-20-63)—High rating entertainment—Kramer
6319 **JOHNNY COOL**—MD-101m.—Henry Silva, Elizabeth Montgomery—5091 (9-11-63)—Actionful killer-gangster meller—Chrislaw
6402 **KINGS OF THE SUN**—D-108m.—(PV; DC)—Yul Brynner, Shirley Anne Field—5118 (12-18-63)—Names must carry mild spectacle—Mirisch
6405 **LADYBUG, LADYBUG**—D-84m.—Jane Connell, William Daniels—5119 (12-18-63)—Off-beat drama with a message—Perry
6321 **LILIES OF THE FIELD, THE**—CD-94m.—Sidney Poitier, Lilla Skala—5073 (8-7-63)—Heartwarming, delightful family entertainment—Rainbow
6322 **MC LINTOCK**—W-127m.—(PV; TC)—John Wayne, Maureen O'Hara—5112 (11-20-63)—Well-made fun western
6320 **MY SON, THE HERO**—MD-111m.—(TC)—Pedro Armendariz, Antonella Lualdi—5095 (9-25-63)—Adventure yarn offers fun—Italian-made; dubbed in English
6406 **ONE MAN'S WAY**—D-105m.—Don Murray, Diana Hyland—5130 (2-5-64)—Warm, appealing life story of Dr. Norman Vincent Peale—Ross
6403 **PINK PANTHER, THE**—C-113m.—(TC; TR)—David Niven, Peter Sellers, Robert Wagner, Capucine—5130 (2-5-64)—Highly entertaining comedy—Mirisch
6323 **STOLEN HOURS**—D-100m.—(DC)—Susan Hayward, Michael Craig—5098 (10-9-63)—Well-done heart-tugger aimed at the ladies—English-made—Mirisch
6226 **THIRD OF A MAN**—D-80m.—Simon Oakland, Jimmy Gaines,—5091 (9-11-63)—Family programmer of mental illness—Phoenix
781 **TOM JONES**—C—131m.—(EC)—Albert Finney, Susannah York—5100 (10-9-63)—High rating entry for adult audiences—English-made
6316 **TOYS IN THE ATTIC**—D-90m.—(PV)—Dean Martin, Geraldine Page, Wendy Hiller, Yvette Mimieux—5063 (6-26-63)—Powerful, adult drama—Mirisch-Claude
6318 **TWICE TOLD TALES**—MD-119m.—(TC)—Vincent Price, Mari Blanchard—5099 (10-9-63)—Okay horror item—Kent

COMING FEATURES IN ORDER OF RELEASE

April **FLIGHT FROM ASHIYA**—(PV; C)—Yul Brynner, Suzy Parker, Richard Widmark—Hecht
May **BEST MAN, THE**—Henry Fonda, Cliff Robertson, Margaret Leighton-Millar-Turman

COMING

DUBIOUS PATRIOTS, THE—(PV; C)—Stewart Granger, Henry Silva, Raf Vallone, Mickey Rooney—Corman
FOR THOSE WHO THINK YOUNG—(TS; TC)—James Darren, Pamela Tiffin—Essex
GREATEST STORY EVER TOLD, THE—(CN; TC)—Max Von Sydow, Charlton Heston—George Stevens
INVITATION TO A GUNFIGHTER—(PV; EC) —Yul Brynner, Janice Rule—Kramer
MISTER MOSES—(PV; C)—Robert Mitchum, Carroll Baker—Ross
SATAN BUG, THE—(PV; C)—George Maharis, Anne Francis, Richard Basehart—Mirisch
SEVENTH DAWN, THE—William Holden, Susannah York—Helvia
SHOT IN THE DARK, A—(PV; C)—Elke Sommer, Peter Sellers—Mirisch
633 SQUADRON—(PV; C)—Cliff Robertson, George Chakiris—Mirisch
TOPKAPI—Melina Mercouri, Peter Ustinov, Maximillian Schell—Filmways
TRAIN, THE—Burt Lancaster, Jeanne Moreau
WOMAN OF STRAW—(C)—Gina Lollabrigida, Sean Connery
WORLD OF HENRY ORIENT, THE—(PV; C)—Peter Sellers, Angela Lansbury—Pan Arts

UNIVERSAL

DISTRIBUTED DURING THE PAST 12 MONTHS

6307 **BIRDS, THE**—D-120m.—(TC)—Rod Taylor, Jessica Tandy, Tippi Hedren—5034 (4-3-63)—Different Hitchcock offering looks like strong boxoffice
BRASS BOTTLE, THE—C-89m.—(C)—Tony Randall, Burl Ives, Barbara Eden—5133 (2-19-64)—Lightweight, fun-filled entry
CAPTAIN NEWMAN, M.D.—CD-126m.—(EC)—Gregory Peck, Tony Curtis, Angie Dickinson, Bobby Darin—5103 (10-23-63)—Very good comedy drama
CHARADE—CMD-114m.—(TC)—Cary Grant, Audrey Hepburn—5095 (9-25-63)—Pleasing, well-made entertainment—Filmed abroad
6320 **DARK PURPOSE**—MD-97m.—(TC)—Shirley Jones, Rossano Brazzi, George Sanders—5130 (2-5-64)—Okay mystery show
DREAM MAKER, THE—MU-87m.—(C)—Tommy Steele, Angela Douglas—5131 (2-5-64)—Pleasant programmer—English-made
6319 **FOR LOVE OR MONEY**—C-108m.—(EC)—Kirk Douglas, Mitzi Gaynor—5063 (6-26-63)—Fun entry is well made
6313 **GATHERING OF EAGLES, A**—D-115m.—(EC)—Rock Hudson, Rod Taylor, Mary Peach—5057 (6-12-63)—The Strategic Air Command in action
HE RIDES TALL—W-84m.—Tony Young, Dan Duryea, Jo Morrow—5142 (3-4-64)—Formula western with unpleasant touches
HIDE AND SEEK—MD-90m.—Ian Carmichael, Janet Munro, Curt Jurgens—5133 (2-19-64)—Okay programmer—English-made
6314 **KING KONG VS GODZILLA**—MD-90m.—(C)—Michael Keith, James Yagi—5057 (6-12-63)—Exploitable science fiction entry for program—Japanese made
6318 **KISS OF THE VAMPIRE**—MD-88m.—(EC)—Clifford Evans, Niel Willman—5074 (8-7-63)—Good horror entry—English
6312 **LANCELOT AND GUINEVERE (SWORD OF LANCELOT)**—D-116m.—(PV; EC)—Cornel Wilde, Jean Wallace—5042 (5-1-63)—Colorful tale of Knights of yesteryear—English made
6315 **LIST OF ADRIAN MESSENGER, THE**—MD-98m.—George C. Scott, Dana Wynter—5050 (5-29-63)—Absorbing, well-made mystery
MAN'S FAVORITE SPORT?—C-120m.—(TC)—Rock Hudson, Paula Prentiss—5126 (1-22-64)—Cute comedy
6309 **PARANOIAC**—MD-80m.—Jeanette Scott, Oliver Reed—5039 (4-17-63)—Interesting horror import—English
RAIDERS, THE—W-75m.—(C)—Robert Culp, Brian Keith, Judi Meredith—5119 (12-18-63)—For the lower half
6310 **SHOWDOWN**—W-79m.—Audie Murphy, Kathleen Crowley—5039 (4-17-63)—For lower half of program
SWORD OF LANCELOT—SEE LANCELOT AND GUINEVERE
6311 **TAMMY AND THE DOCTOR**—CD-88m.—(EC)—Sandra Dee, Peter Fonda—5047 (5-15-63)—Cute series entry
YOUNG AND WILLING—D-110m.—Virginia Maskell, Paul Rogers, Ian McShane—5131 (2-5-64)—Interesting drama—English-made

P

Pair Of Briefs, A		For.
Palm Springs Week-End	B	WB
Parnoiac	A2	U-I
Paris Pick-Up		Par.
● Party, The		AA
● Paris When It Sizzles		Par.
● Passionate Thief, The	A3	Emb.
● Patsy, The		Par.
Payroll	B	AA
● Perang		UA
Pink Panther	A3	UA
Pirate And The Slave Girl		For.
● Playboy		Col.
Playgirls International		Misc.
Play It Cool	A2	AA
● Play It Cooler		Col.
Please, Not Now!	C	For.
Point Of Order	A2	Misc.
Police Nurse	A3	Fox
● Postman's Knock		MGM
PT 109	A1	WB
Prize, The	A3	MGM
● Psyche 59		Col.
Psychomania		Misc.
● Pumpkin Eater, The		Col.
Pyro	A3	A-I

Q

● Quick Gun, The		Col.

R

Raiders, The	A1	U
Rampage	B	WB
Reach For Glory		Col.
Resurrection		For.
● Rhino		MGM
● Ride The Wild Surf		Col.
Rififi In Tokyo	A3	MGM
● Robin And The 7 Hoods		WB
● Robinson Crusoe On Mars		Par.
Rock-A-Bye Baby—Re.	A1	Par.
Running Man, The	A3	Col.

S

● Samson And The Slave Queen	A1	A-I
● Sandokan, The Great		MGM
● Satan Bug, The		UA
Savage Sam	A1	BV
Scanty Panties		Misc.
● Secret Door, The		AA
● Send Me No Flowers		U
● Senilita		Col.
Seven Days In May	A2	Par.
Seven Faces Of Dr. Lao, The		MGM
Seven Seas To Calais	A1	MGM
● Seventh Dawn, The		UA
Seventh Juror, The		For.
● Sex And The Single Girl		WB
Shock Corridor	B	AA
Shock Treatment		Fox
● Shot In The Dark, A		UA
Showdown	A2	U
Siege Of The Saxons	A1	Col.
● Signpost To Murder		MGM
Silence, The		For.
● 633 Squadron		UA
Skydivers, The		Misc.
Slave, The	A2	MGM
Slime People, The		Misc.
● Smog		MGM
● Soldier In The Rain	B	AA
● Some People		A-I
Son Of Captain Blood, The	A1	Par.
Sound Of Laughter, The		Misc.
Sound Of Trumpets, The	A2	For.
South Pacific-RE.		Fox
Square Of Violence	A2	MGM
● Stage To Thunder Rock		Par.
Stark Fear		Misc.
Steppe, The		For.
Stolen Hours	A2	UA
Strait-jacket	A3	Col.
● Strange Bedfellows		U
● Strangler, The	B	AA
Stripper, The	B	Fox
Suitor, The	A2	For.
Summer Holiday	A1	A-I
Summer Magic	A1	BV
Summer Place—Re.	B	WB
Sunday In New York		MGM
Sunswept		For.
● Surf Party	A2	Fox
Swingin' Maiden, The		Col.
Sword And The Stone	A1	BV
Sword Of Lancelot (See Lancelot And Guinevere)		

T

Take Her, She's Mine	A3	Fox
• Tamahine		MGM
Tammy And The Doctor	A1	U-I
Tarzan's Three Challenges	A1	MGM
Terrified		Misc.
Terror, The	A2	A-I
Therese		For.
• These Are The Damned		Col.
Three Lives Of Thomasina, The	A1	BV
• Three Penny Opera		Emb.
Three Stooges Go Around The World In A Daze	A1	Col.
Third Of A Man	A2	UA
• Third Secret, The		Fox
Thrill Of It All, The	A2	U-I
13 Frightened Girls	A1	Col.
• Those Crazy Calloways		BV
Thunder Island	A2	Fox
Tiara Tahiti	B	For.
Ticklish Affair, A	A1	MGM
• Tiger Walks, A		BV
• Tiko And The Shark		MGM
To Bed—Or Not To Bed		For.
To Catch A Thief—Re.	A2	Par.
Tom Jones	A4	UA
• Topkapi		UA
• Torpedo Bay		AI
Touch Of Hell, A		For.
Toys In The Attic	A3	UA
• Train 349 From Berlin		AA
Traitors, The	A1	U
• Train, The		UA
• Traveling Lady, The		Col.
Trouble With Harry, The—Re.	B	Par.
20,000 Leagues Under The Sea-Re.	A1	BV
Twice Told Tales	A2	UA
Twilight Of Honor	A3	MGM
Two Are Guilty	A3	MGM
Two Nights With Cleopatra	A2	For.

U

Ugly American, The	A1	U-I
• Unearthly Stranger, The		A-I
• Under Age		AI
Under The Yum Yum Tree	A4	Col.
• Unsinkable Molly Brown, The		MGM

V

Vertigo—Re.	A2	Par.
• Vice And Virtue		MGM
Victors, The	A3	Col.
• Village Of Daughters		MGM
• Visit, The		Fox
• Viva Las Vegas	B	MGM
V.I.P.'s, The	A3	MGM

W

Wacky Playboy, The		Misc.
Wall Of Noise	B	WB
• War Head		AI
War Is Hell	A2	AA
War Of The Buttons, The	C	For.
• Watch It, Sailor		Col.
Werewolf in a Girl's Dormitory	A2	Misc.
• What A Way To Go!		Fox
Wheeler Dealers, The	A2	MGM
• Where Love Has Gone		Par.
Who's Been Sleeping In My Bed	B	Par.
Who's Minding The Store?	A1	Par.
• Wild And Wonderful	A1	U
Witch's Curse, The		For.
Wives And Lovers	B	Par.
• Women Of Straw		UA
Woman Of The World	C	Emb.
• World Of Henry Orient, The		UA

X

X—The Man With The X-Ray Eyes	A2	A-I

Y

Yank In Viet-nam, A	A1	AA
Yellow Canary, The	A2	Fox
Yellowstone Cubs		BV
• Yesterday, Today And Tomorrow		Emb.
Young And The Brave	A1	MGM
• Young Girls Of Good Family		Emb.
• Youngblood Hawke	A3	WB
Young And Willing	A4	U
Young Racers, The	A2	A-I
• Young Swingers, The	A1	Fox

Z

• Zulu		Emb.

6316 **THRILL OF IT ALL, THE**—C—108m.—(EC)—Doris Day, James Garner—5057 (6-12-63)—Highly amusing comedy
6317 **TRAITORS, THE**—MD—71m.—Patrick Allen, James Maxwell—5057 (6-12-63)—Suspense meller for supporting slot—English
6308 **UGLY AMERICAN, THE**—D-120m.—(EC)—Marlon Brando, Sandra Church—5035 (4-3-63)—High rating, topical drama

COMING

BEDTIME STORY—(C)—Marlon Brando, David Niven, Shirley Jones
BULLET FOR A BADMAN—(EC)—Audie Murphy, Darren McGavin, Ruta Lee
CHALK GARDEN, THE—(TC)—Hayley Mills, Deborah Kerr
DAFFY—Michael Parks, Celia Kaye
I'D RATHER BE RICH—(C)—Sandra Dee, Robert Goulet
ISLAND OF THE BLUE DOLPHINS—(EC)—Celia Kaye, Jule Jayne
LIVELY SET, THE—(C)—James Darren, Pamela Tiffin
KITTEN WITH A WHIP—Ann-Margret, John Forsythe
MARNIE—(TC)—Tippi Hedren, Sean Connery
NIGHTMARE—David Knight, Moira Redmond—English-made
SEND ME NO FLOWERS—(C)—Rock Hudson, Doris Day
STRANGE BEDFELLOWS—Rock Hudson, Gina Lollobrigida
WILD AND WONDERFUL—(C)—Tony Curtis, Christine Kaufmann

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

362 **ACT ONE**—CD-110m.—George Hamilton, Jason Robards, Jr.—5119 (12-18-63)—Very good comedy drama
358 **AMERICA AMERICA**—D-174m.—Stathis Giallelia—5121—(1-8-64)—Well-made, interesting drama—Filmed abroad
AUNTIE MAME—C-143m.—(TE; TC)—Rosalind Russell, Forrest Tucker—5074 (8-7-63)—Highly humorous entertainment—Reissue
263 **BLACK GOLD**—MD-98m.—Phillip Carey, Diane McBain—5050 (5-29-63)—Fairly interesting oil yarn
352 **CASTILIAN, THE**—D—103m.—(Panacolor; EC)—Caesar Romero, Alida Valli—5099 (10-9-63)—Colorful action adventure for program—Made in Spain
259 **CRITICS CHOICE**—C-100m.—(PV; TC)—Bob Hope, Lucille Ball—5035 (4-3-63)—Amusing comedy gets big 'name' boost
357 **DEAD RINGER**—D-115m.—Bette Davis, Karl Malden—5131 (2-5-64)—Interesting drama
361 **DR. CRIPPEN**—D-98m.—Donald Pleasance, Coral Browne, Samantha Eggar—5133 (2-19-64)—Fair import—English-made
ENSIGN PULVER—C-104m.—(PV; TC)—Robert Walker, Burl Ives, Millie Perkins—5143 (3-4-64)—Entertaining service comedy
356 **4 FOR TEXAS**—CMD-124m.—(TC)—Frank Sinatra, Dean Martin, Anita Ekberg—5122 (1-8-64)—Western has angles for boxoffice action
INCREDIBLE MR. LIMPET, THE—C-99m.—Don Knotts, Carole Cook—5131 (2-5-64)—Good fun film
264 **ISLAND OF LOVE**—C-101m.—(PV; TC) Robert Preston, Georgia Moll—5039 (4-17-63)—Cute and colorful comedy
360 **MAN FROM GALVESTON, THE**—W—57m.—Jeff Hunter, Joanna Moore—5126 (1-22-64)—Short feature is okay dualler
354 **MARY, MARY**—C-126m.—(TC)—Debbie Reynolds, Barry Nelson—5091 (9-11-63)—Amusing picturization of stage hit
355 **PALM SPRINGS WEEKEND**—CD-100m.—(TC)—Troy Donahue, Connie Stevens—5105 (11-6-63)—Program entry has angles for teens and others
266 **PT 109**—D-140m.—(PV; TC)—Cliff Robertson, Ty Hardin—5030 (3-20-63)—Excellent dramatization of President Kennedy's wartime experiences
353 **RAMPAGE**—D-98m.—(TC)—Robert Mitchum, Elsa Martinelli, Jack Hawkins—5078 (8-21-63)—Two men and a woman on safari is interesting drama
SUMMER PLACE—D-130m.—(TC)—Richard Egan, Dorothy McGuire—5074 (8-7-63)—Well-made tale of human emotions could gross big—Reissue
351 **WALL OF NOISE**—D-112m.—Ty Hardin, Suzanne Pleshette, Dorothy Provine—5078 (8-21-63)—Interesting romantic drama with horse race background

COMING FEATURES IN ORDER OF RELEASE

May **DISTANT TRUMPET, A**—(PV; TC)—Troy Donahue, Suzanne Pleshette

COMING

CHEYENNE AUTUMN—(Super-PV 70; C)—Edward G. Robinson, James Stewart, Carroll Baker
FBI CODE 98—Jack Kelly, Peggy McCay
GREAT RACE, THE—(WS; C)—Burt Lancaster, Jack Lemmon
KISSES FOR MY PRESIDENT—Fred MacMurray, Polly Bergen
MY FAIR LADY—(Super Panavision 70; TC)—Rex Harrison, Audrey Hepburn
OUT-OF-TOWNERS, THE—Glenn Ford, Geraldine Page
ROBIN AND THE 7 HOODS—(PV; TC)—Frank Sinatra, Dean Martin, Sammy Davis, Jr., Bing Crosby
SEX AND THE SINGLE GIRL—(TC)—Tony Curtis, Natalie Wood, Henry Fonda
YOUNGBLOOD HAWKE—James Franciscus, Suzanne Pleshette

MISCELLANEOUS

ALL OF ME—NOV.—73m.—(Partly EC)—Brenda DeNaut—5122 (1-8-64)—Nudie novelty has several angles—Brenner
BALCONY, THE—D-84m.—Shelley Winters, Peter Falk—5035 (4-3-63)—For adults only in the art spots—Continental
BATTLE OF THE WORLDS—MD-84m.—(C)—Claude Raines—5119 (12-18-63)—Fair science fiction meller—Topaz
BEAUTY AND THE BODY—NOV.-70m.—(C)—Kip Behar, Judy Miller—5134 (2-19-64)—Okay program filler—Manson Dist. Corp.
BELL, BARE AND BEAUTIFUL—NOV—64m.—(EC)—Virginia Bell—5106 (11-6-63)—Nudie novelty has Bell name—Griffith
BEST OF CINERAMA, THE—COMP.-142m.—(TC; CN)—Best of past Cinerama efforts—5122 (1-8-64)—Cinerama
BUNNY YEAGER'S NUDE LAS VEGAS—NOV.-69m.—(EC)—Bunny Yeager—5134 (2-19-64)—Fair nudie novelty for fast buck spots—Cinema Syndicate
CRAWLING HAND, THE—MD-89m.—Rod Lauren, Sirry Steffen—5134 (2-19-64)—Fair dualler—Hansen Ent.
CORRIDORS OF BLOOD—MD-87m.—Boris Karloff—5053 (6-12-63)—Exploitable horror item—English—MGM through Independent Exchanges
GLASS CAGE, THE—MD-84m.—Arline Sax, Robert Kelljan—5134 (2-19-64) For the lower half—Futuramic
GONE ARE THE DAYS—CD—97m.—Ruby Dee, Ossie Davis—5106 (11-6-63)—Satire on integration for limited market—Hammer Bros.
MADMEN OF MANDORAS—MD—74m.—Walter Stocker, Audrey Caire—5126 (1-22-64)—Okay programmer—Crown Int.
1000 SHAPES OF A FEMALE—NOV.—79m.—(EC)—Dan Craig, Faith Van Gilbert—5122 (1-8-64)—Artists and nude models at work in Greenwich Village—Cinema Syndicate
PLAYGIRLS INTERNATIONAL—NOV. 70m.—(Techniscope; TC)—Produced and directed by Doris Wishman—5115 (12-4-63)—Fair Nudie Novelty—Westfield
POINT OF ORDER—DOC.-97m.—Produced by Emile De Antonio and Daniel Talbot—5131 (2-5-64)—Documentary based on Army-McCarthy hearings has limited appeal—Point
PSYCHOMANIA—MD-90m.—Lee Philips, Kaye Elhardt, Sheppard Strudwick—5134 (2-19-64)—(2-19-64)—Fair exploitable mystery effort—Victoria
SLIME PEOPLE, THE—MD-60m.—Robert Hutton, Judee Morton—5134 (2-19-64)—Filler for the duallers—Hansen Ent.
SKYDIVERS, THE—MD—75m.—Kevin Casey, Marcia Knight—5127 (1-22-64)—Strictly filler for duallers—Crown Int.
SOUND OF LAUGHTER, THE—COMP.—75m.—Narrated by Ed Wynn—5122 (1-8-64)—Comedy compilation from old films is moderately amusing—Union
STARK FEAR—MD-86m.—Beverly Garland, Skip Homier—5134—(2-19-64)—Spotty effort on an ugly subject—Ellis
TERRIFIED—MD-70m.—Rod Lauren, Steve Drexel, Tracy Olsen—5119 (12-18-63)—Teenage study in terror—Crown Int.
WACKY PLAYBOY, THE—C-63m.—Tommy Raft—5135 (2-19-64)—Feeble semi-nude attempt—Futuramic
WEREWOLF IN A GIRLS' DORMITORY (GHOUL IN SCHOOL, THE)—MD-84m.—Barbara Lass, Carl Schell—5056 (6-12-63)—Okay horror entry—MGM through Independent Exchanges

FOREIGN

DISTRIBUTED DURING THE PAST 12 MONTHS

ALONE AGAINST ROME—MD-100m.—(TC)—Jefferies Lang, Rosanna Podesta—5135 (2-19-64)—Elaborate Italian-made spectacle—Italian-made; English titles—Medallion

AND SUDDENLY IT'S MURDER—C-90m.—(CS)—Alberto Sordi, Dorian Gray, Vittorio Gassman—5135 (2-19-64)—Amusing import—Italian-made; English titles and dialogue—Royal Films Int.

ATOM AGE VAMPIRE—MD—87m.—Albert Lupo, Susanne Loret—5123 (1-8-64)—Okay horror entry—Italian-made; dubbed in English—Topaz

BANDITS ON THE WIND—MD-113m.—(Tohoscope)—Yosuke Natsuki—5135 (2-19-64)—Entertaining Japanese western—Japanese-made; English titles—Toho

BILLY LIAR—D—96m.—Tom Courtenay, Julie Christie—5123 (1-8-64)—Import is treat for art, specialty spots—English—Continental Dist.

BREAK, THE—D-80m.—William Lucas, Tony Britton, Eddie Byrne—5135 (2-19-64)—Fast moving import—English-made—Union

CHUSHINGURA—D—105m.—(C)—Koushiro Matsumoto, Yuzo Kayama—5106 (11-6-63)—Colorful entry for art spots—Japanese; English titles—Toho

CRY DOUBLE CROSS—MD-65m.—Hardy Kruger—5123 (1-8-64)—Actionful crime meller—German-made; dubbed in English—Atlantic Pictures

DIE FLIEDERMAUS—MUC-107m.—(EC)—Peter Alexander, Marianne Cook—5138 (2-19-64)—Entertaining musical based on Johann Strauss operetta—German-made; English titles—Casino

DOLL, THE—D-100m.—Per Oscarsson—5138 (2-19-64)—Off-beat art house entry—Swedish-made; English titles—Kanawha Films

FIANCES, THE—D-84m.—Carlo Cabrini, Anna Canzi—5138 (2-19-64)—Fair import—Italian-made; English titles—Janus

FIRE WITHIN, THE—D-110m.—Maurice Ronet, Lena Skerla—5138 (2-19-64)—Fair import—French-made; English titles—Gilbralter

GIANT OF METROPOLIS, THE—MD—92m.—(C)—Gordon Mitchell—5123 (1-8-64)—Interesting science fiction melodrama—Italian-made—Seven Arts

GUEST, THE—D-105m.—Alan Bates, Donald Pleasance, Robert Shaw—5138 (2-19-64)—Interesting drama—English

HIGH AND LOW—MD-142m.—Toshiro Mifune—5139 (2-19-64)—Highly interesting mystery melodrama—Japanese-made; English titles—Continental

INVINCIBLE GLADIATOR, THE—MD—96m.—(Wide Screen)—Richard Harrison, Isabel Corey—5123 (1-8-64)—Action packed Italian spectacle—Italian-made; dubbed in English—Seven Arts

INVITATION TO MURDER—MD—65m.—Robert Beatty—Okay private investigator programmer—5127 (1-22-64)—English-made—Atlantic Pictures

JULIE, THE REDHEAD—C—100m.—Pascale Petit, Daniel Gelin—5106 (11-6-63)—Amusing import—French made; English titles—Shawn Int.

KNIFE IN THE WATER—D—95m.—Leon Niemczyk, Iolente Umecka—5127 (1-22-64)—Compelling psychological drama for art spots—Polish; English titles—Kanawha

LADIES WHO DO—C—85m.—Peggy Mount, Robert Morley—5123 (1-8-64)—Mildly amusing entry—English-made; Continental

LOVE ON A PILLOW—D-102m.—(C; Franscope)—Brigitte Bardot, Robert Hossein—5125 (1-22-64)—Depends on star draw—Made in France; dubbed in English—Royal Films Int.

MODERATO CONTABILE—D—95m.—Jeanne Moreau, Jean-Paul Belmonde—5127 (1-22-64)—Dull import—French-made; English titles—Royal Films Int.

MURIEL—D—115m.—(EC)—Delphine Seyrig, Jean-Baptiste Thieree—5106 (11-6-63)—Puzzling import strictly for art set—French; English titles—Loper

MY SON THE VAMPIRE—C-72m.—Bela Lugosi, Arthur Lucan—5120 (12-18-63)—Okay combination of slapstick and horror—English-made—Blue Chip Prod.

NAKED AUTUMN—D—98m.—(Dyaliscope)—Simone Signoret, Reginald Kernan—5115 (12-4-63)—Fair import—French-made; English titles—UMPO

PAIR OF BRIEFS, A—C—90m.—Michael Craig, Mary Peach—5106 (11-6-63)—Satisfactory English comedy laughs at lawyers—English—Davis

PIRATE AND THE SLAVE GIRL—MD—86m.—(Colorscope; Color)—Lex Barker, Chelo Alonso—5115 (12-4-63)—Costume meller has Lex Barker name—Italian-made; dubbed in English—Crest

PLEASE, NOT NOW!—C—74m.—Brigitte Bardot—5115 (12-4-63)—Saucy Bardot comedy In French style—French-made; dubbed in English—Int. Classics

RESURRECTION—D—148m.—Tamara Syomina, Yevgeni Matveyev—5107 (11-6-63)—Impressive rendition of Tolstoy novel—Russian; English titles; Artkino

SEVENTH JUROR, THE—D-90m.—Bernard Blier, Daniele Delorme—5139 (2-19-64)—Well-made murder drama—French-made; English titles—Trans-Lux

SILENCE, THE—D-95m.—Ingrid Thulin, Gunnel Lindbolm—5139 (2-19-64)—Adult, off-beat Ingmar Bergman entry will cause talk—Swedish-made; English titles—Janus

SOUND OF TRUMPETS, THE—90m.—D—Loredana Detto, Sandro Panzeri—5107 (11-6-63)—Interest-filled Import—Italian; English titles—Janus

STEPPE, THE—D—100m.—(EC)—Charles Vanel, Christina Cajoni—5107 (11-6-63)—Good Import for art spots—Italian made; English titles—Royal Films Int.

SUITOR, THE—C—83m.—Pierre Etaix, Karln Vesely—5107 (11-6-63)—Amusing import—French-made; English titles; Atlantic

SUNSWEPT—NOV-65m.—(EC)—Yannick—5120 (12-18-63)—Nudist novelty—English-made—American Int. Dist.

THERESE—D—107m.—Emmanuele Riva, Philippe Noiret—5127 (1-22-64)—Fair offering for art spots—French-made; English titles—Pathe

TIARA TAHITI—D—100m.—(EC)—James Mason, John Mills—5116 (12-4-63)—Fair program entry—English made—Zenith Int.

TO BED—OR NOT TO BED—CD—103m.—Alberto Sordi—5127 (1-22-64)—Well made import—Italian-made; English titles—Continental

TOUCH OF HELL, A—D-87m.—Anthony Quale, Sarah Churchill—5143 (3-4-64)—Fair import—English-made—Governor Films

TWO NIGHTS WITH CLEOPATRA—C—80m.—(C)—Sophia Loren, Alberto Sordi—5107 (11-6-63)—Farce has Loren name and little else—Italian; dubbed in English—Ultra

WAR OF THE BUTTONS, THE—CD-92m.—Jacques Dufilho, Yvette Etievant—5124 (1-8-64)—Amusing entry for art spots—French-made; English titles—Bronston

WITCH'S CURSE, THE—FAN-79m.—(C)—Kirk Morris—5139 (2-19-64)—Strictly for the duallers—Italian-made; dubbed in English—Medallion

THESE THEATRE-TESTED FORMS AVAILABLE TO MOTION PICTURE EXHIBITOR SUBSCRIBERS!

DATE BOOK FORMS:
. . . Pocket-Size-6 ring (3¾ x 6¾ in.) Dated full year supply $1.00
. . . Large Size-3 ring (9 x 12 in.) Undated 52 pages .... .50

SERVICE-KIT SYSTEM:
. . . Large Size complete set of: Date Book forms, Availability and Playoff Worksheets, Performance Record and Cut-Off sheets, Booking Calendar, Other Dividers 1.30
. . . Availability and Playoff Worksheets (9 x 12 in.) 10 pages .... .10
. . . Performance record and Cut-Off Sheets (9 x 12 in.) 20 pages .... .25

BINDERS, Plain:
. . . For Pocket-Size Date Book-6 ring. Soft leatherette. 1.30
. . . For Service-Kit System, Reviews, Service-Section. Stiff leatherette. 1.50

ZIPPER CASE BINDERS, Leather:
. . . 3-Ring, genuine cowhide. Tax incl. 6.00

BOXOFFICE STATEMENTS:
. . . Regular theatre. Padded in 50's and punched (5½ x 9 in.). Per Pad .... .30
. . . Drive-in theatre. Padded In 50's and punched (5½ x 9 in.). Per Pad .... .30

PROGRAM AND RUNNING TIME SCHEDULES:
. . . For regular and drive-In theatres. Padded in 50's. Per Pad .... .30

BOOKKEEPING SYSTEM—Book:
. . . At-A-Glance (copyright) for regular and drive-in theatres. Annual record (9 x 12 In.) 1.75

BUSINESS ANALYSIS SPREADSHEETS:
. . . Drive-in theatres only. Large sheets (11 x 16 In.) Set of 13 sheets .... .55

PAYROLL FORMS:
. . . Weekly for regular and drive-in. Folding flap (8½ x 11 in.). Set of 52 sheets 1.30

EMPLOYEE EARNINGS RECORD CARDS:
. . . Annual card for each employee (8½ x 11 in.). All deductions. Set of 12 cards .40

PETTY CASH CONTROL SYSTEM:
. . . Voucher pads, numbered consecutively. (3 x 5 In.) Per Pad .... .30
. . . Weekly envelopes for filing full week's transactions. Set of 50 .... .65

SERVICE MANUALS FOR TRAINING:
. . . Separate sections on regular and drive-in employees. Each .10

EXHIBITOR BOOK SHOP
317 N. Broad St.
Philadelphia, Pa. 19107

FEATURE FILMS PRODUCTION NUMBERS and NATIONAL RELEASE DATES 1962-'63 and 1963-'64 SEASONS

(This is a listing of all production numbers and release dates, as made available by the companies on 1962-63 and 1963-64 product, accurate to time of publication.—Ed.)

Allied Artists

6302	Play It Cool	April
6303	Black Zoo	May
6304	55 Days At Peking	July
6305	Shock Corridor	Oct.
6306	The Gun Hawk	Oct.
6307	Cry of Battle	Oct.
6308	War Is Hell	Dec.
6309	Gun Fight At Comanche Creek	Nov.
6310	A Life In Danger	Feb.
	Year Of The Tiger	Nov.
6401	Soldier In The Rain	Dec.
	A Yank In Viet-Nam	Feb.
	Now It Can Be Told	March
	The Strangler	April
	The Naked Kiss	May

American-International

801	Dementia #13	June
802	The Mind Benders	April
803	Operation Bikini	March
804	The Terror	July
805	The Young Racers	May
806	California	March
807	Free, White And 21	March
808	Erik, The Conqueror	April
809	X-The Man With The X-Ray Eyes	Oct.
810	Beach Party	Aug.
812	Haunted Palace	Sept.
813	Summer Holiday	Oct.
814	Evil Eye	May
815	Black Sabbath	May
816	Pyro	Nov.
817	Goliath And The Sins Of Babylon	Dec.
	Samson And The Slave Queen	Dec.
818	Some People	Feb.
819	The Comedy Of Terrors	Jan.
820	Under Age	Feb.
822	Commando	Feb.
823	Torpedo Bay	Feb.
A01	Muscle Beach Party	March
A02	Goliath And The Island Of Vampires	April
A03	Last Man On Earth	April
A04	The Unearthly Stranger	April

Buena Vista

134	Lady And The Tramp—RE	Oct.
135	Almost Angels	Oct.
136	In Search Of The Castaways	Dec.
140	Son Of Flubber	Feb.
141	Miracle Of The White Stallions	March
143	Savage Sam	July
144	Summer Magic	Aug.
	Fantasia—RE	Oct.
	20,000 Leagues Under The Sea—RE	Oct.
	The Incredible Journey	Nov.
	Sword In The Stone	Dec.

Columbia

703	The Interns	Aug.
704	3 Stooges In Orbit	Aug.
705	Damn The Defiant	Sept.
706	Best Of Enemies	Sept.
707	Ring-A-Ding Rhythm	Sept.
708	Requiem For A Heavyweight	Oct.
709	Two Tickets To Paris	Oct.
710	The Pirates Of Blood River	Nov.
711	We'll Bury You	Aug.
712	The War Lover	Nov.
713	Barrabas	Dec.
714	Lawrence Of Arabia	Jan.
715	Diamond Head	Feb.
718	The Man From The Diners' Club	April
719	Bye, Bye Birdie	April
721	Fury Of The Pagans	May
722	Jason And The Agronauts	June
001	13 Frightened Girls	July
002	Gidget Goes To Rome	Aug.
003	Just For Fun	Oct.
005	In The French Style	Sept.
006	3 Stooges Go Around The World In A Daze	Sept.
	Siege Of The Saxons	Sept.
007	The Old Dark House	Oct.
008	Maniac	Oct.
009	The Running Man	Oct.
	Under The Yum Yum Tree	Nov.
	The Cardinal	Dec.
	Dr. Strangelove	Jan.
	Strait-Jacket	Jan.
	The Victors	Feb.
	Lileth	March
	Swingin' Maiden	March
	Psyche 59	March
	The Quick Gun	April

Embassy

	Face In The Rain	March
	The Bear	March
	Passionate Thief	April
	Aphrodite, Goddess Of Love	April
	The Light Fantastic	April
	Landru	May
	Young Girls Of Good Family	June
	The Three Penny Opera	Sept.
	The Conjugal Bed	Sept.
	A Ghost At Noon	Oct.
	The Empty Canvas	Nov.

MGM

401	The Haunting	Sept.
402	V.I.P.'s	Sept.
403	Murder At The Gallop	
404	The Wheeler Dealers	Nov.
	Mutiny On The Bounty	
406	Hootenanny Hoot	Aug.
	Vice And Virtue	Sept.
409	Twilight Of Honor	Oct.
S421	Any Number Can Win	Feb.
	MGM's Big Parade Of Comedy	March
	Gladiator's Seven	Nov.
412	The Prize	Dec.
	Children Of The Damned	Jan.
	A Global Affair	Jan.
	Sunday In New York	Feb.
	Mail Order Bride	Feb.
	Of Human Bondage	
	Seven Faces Of Dr. Lao	April
	Kissin' Cousin	April
	Tamahine	April
	Company Of Cowards	April
	Night Must Fall	April
	Rhino	May
	Golden Arrow	May
	Gladiators Seven	May
	Viva Las Vegas	June
	How The West Was Won	June
	The Unsinkable Molly Brown	July
	Looking For Love	July
	Honeymoon Hotel	Aug.
	Night Of The Iguana	Aug.

MGM Reissues

"THE WORLD HERITAGE" PICTURES

Group One	
"David Cooperfield"—W. C. Fields	132m.
"Pride and Prejudice"—Laurence Olivier	116m.
'Captains Courageous"—Spencer Tracy	116m.
"Little Women"—Elizabeth Taylor	122m.
Group Two	
"A Tale of Two Cities"—Ronald Colman	128m.
"Kim"—Errol Flynn	113m.
"Julius Caesar"—Marlon Brando	121m.
"The Good Earth"—Paul Muni	128m.

GOLDEN OPERETTA SERIES

Group One
- Rudolph Friml's "Rose Marie"
- Franz Lehar's "The Merry Window"
- Johann Strauss' "The Great Waltz"
- Victor Herbert's "Sweethearts"
- Sigmund Romberg's "The Girl of the Golden West"

Group Two
- Victor Herbert's "Naughty Marietta"
- Sigmund Romberg's "The Student Prince"
- Sigmund Romberg's "Maytime"
- Lerner and Loew's "Brigadoon"
- Rudolph Friml's "The Firefly"
- Noel Coward's "Bittersweet"

Paramount

R6301	Don't Give Up The Ship—RE	Sept.
R6302	Rock-A-Bye Baby—RE	Sept.
6303	Wives And Lovers	Oct.
6304	A New Kind Of Love	Oct.
6305	Fun In Apaculo	Nov.
6306	Who's Minding The Store?	Dec.
6307	All The Way Home	Nov.
R6308	To Catch A Thief—RE	Oct.
R6309	Vertigo—RE	Oct.
6310	Who's Been Sleeping In My Bed?	Dec.
6318	Paris Pick-Up	Oct.
6312	Love With The Proper Stranger	Feb.
6313	Seven Days In May	March
	Becket	April
	The Fall Of The Roman Empire	May
	Paris When It Sizzles	April
	Lady In A Cage	April
	Law Of The Lawless	May
	Son Of Captain Blood	May

20th-Fox

221	The Longest Day	July
301	Sodom And Gomorrah	Jan.
302	Marilyn	Sept.
303	The Young Guns Of Texas	Jan.
304	The Day Mars Invaded Earth	Jan.
305	The Lion	Feb.
306	The Robe—Re.	Feb.
307	Nine Hours To Rama	April
308	Thirty Years Of Fun	Feb.
309	The Stripper	June
311	The Leopard	Oct.
312	Condemned Of Altona	Sept.
320	A Farewell To Arms—Re.	Sept.
313	House Of The Damned	March
315	The Yellow Canary	May
316	Police Nurse	May
317	Harbor Lights	Dec.
319	Of Love And Desire	Aug.
322	Lassie's Greatest Adventure	Sept.
	The Young Swingers	Sept.
323	Take Her, She's Mine	Nov.
326	Thunder Island	Oct.
	Move Over, Darling	Dec.
401	Man In The Middle	Jan.
	Surf Party	Jan.
	Shock Treatment	Feb.
	Eyes Of Anne Jones	Feb.
	The Third Secret	March
	The Curse Of The Living Corpse	April
	Horror Of Party Beach	April

United Artists

6231	Love Is A Bell	March
6232	Sword Of The Conqueror	Sept.
6233	Pressure Point	Sept.
6236	Vampire And The Ballerina	
6301	Two For The See Saw	Feb.
6306	Five Miles To Midnight	Feb.
6307	Dr. No	May
6308	The Caretakers	Aug.
	Diary Of A Madman	Apirl
6309	Love Is A Bell	March
	Five Miles To Midnight	March
6311	I Could Go On Singing	April
6313	Isma La Douce	July
6314	Call Me Bwana	June
	The Great Escape	July
6316	Toys In The Attic	Aug.
6318	Twice Told Tales	Oct.
6319	Johnny Cool	Oct.
6320	My Son, The Hero	Oct.
6321	Lilies Of The Field	Sept.
6322	McClintock	Nov.
6323	The Stolen Hours	Oct.
	Flight From Ashiya	
	Tom Jones	
6402	Kings Of The Sun	Dec.
	Ladybug, Ladybug	Jan.
6406	One Man's Way	Feb.
6403	The Pink Panther	March
	Flight From Ashiya	April
	From Russia With Love	April
	The Best Man	May

Universal

6301—	Freud: The Secret Passion	Jan.
6304	Forty Pounds Of Trouble	Feb.
6305	Mystery Submarine	Feb.
6306	To Kill A Mockingbird	March
6307	The Birds	April
6308	The Ugly American	April
6309	Paranoiac	May
6310	Showdown	May
6311	Tammy And The Doctor	June
6312	Lancelot And Guinevere (Sword Of Lancelot)	June
6313	A Gathering Of Eagles	July
6314	King Kong vs. Godzilla	July
6315	The List Of Adrian Messenger	May
6316	The Thrill Of It All	Aug.
6317	The Traitors	Aug.
6318	Kiss Of The Vampire	Sept.
6319	For Love Or Money	Oct.
6320	Dark Purpose	Dec.
	Charade	Jan.
	Young And Willing	Jan.
	Dream Maker, The	Feb.
	Man's Favorite Sport?	Feb
	The Gunhand	Feb.
	Hide And Seek	Mar.
	Captain Newman, M.D.	April
	He Rides Tall	April
	The Brass Bottle	May
	The Raiders	May

Warners

251	The Chapman Report	Oct.
252	What Ever Happened To Baby Jane	Nov.
253	Gay Purr-ee	Nov.
254	Gypsy	Dec.
255	Term Of Trial	Feb.
256	Days Of Wine And Roses	Feb.
257	Giant—Re.	March
259	Critic's Choice	April
260	Auntie Mame—Re.	May
261	A Summer Place—Re.	May
263	Black Gold	June
264	Island Of Love	June
265	Spencer's Mountain	July
266	PT 109	July
351	Wall Of Noise	Sept.
352	The Castillian	
353	Rampage	Oct.
354	Mary, Mary	Nov.
355	Palm Springs Week-End	Nov.
356	Four For Texas	Jan.
357	Dead Ringer	Feb.
358	America, America	Feb.
360	Man From Galveston, The	Jan.
361	Dr. Crippen	Feb.
	The Incredible Mr. Limpet	March
362	Act One	April
	Distant Trumpet	May

CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (Help and Situations Wanted advertising not accepted. See "A-Man" CORNER on this page.)

BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combinations. Can be used for KENO $3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

FORMS AND SYSTEMS

For the Best in THEATRE-TESTED and APPROVED FORMS and SYSTEMS . . . EXHIBITOR BOOK SHOP, 317 N. Broad St., Philadelphia, Pa. 19107.

SPEAKER CONES

DRIVE-IN THEATRE SPEAKER CONES BAD? Mail one to us for FREE service; no obligation. Guaranteed Weather-proof. WESTERN ELECTRONICS CO., 3311 Houston Avenue, Houston 9. Texas

THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY INC., 100 Taylor Street, Nashville 8, Tennessee.

THEATRES WANTED

WANTED—Theatre to lease, in Pacific Northwest (Oregon, Washington or Idaho). Will furnish own projection equipment. S. SAMPSON, 513 23rd Ave., San Francisco, Calif. 94121.

WINDOW CARDS

WEEKLY THEATRE and drive-in cards, 100-14 x 22-$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you* are looking for a job . . . or IF you* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

***A (WO)MAN is also welcome . . . but in this preponderantly male business. she should specify her sex.**

PROJECTIONIST, sign painter, display artist available. 18 years experience. Honest, sober, reliable. **BEN NORTHAM, 2217 25th St., Lubbock, Texas 79411.** (311)

WANTED: Manager, experienced in promotion and all phases, to open new theatre in Rhode Island. Position open immediately. Contact **TOWN & COUNTRY THEATRES, Phone 516-OR-6-3747.** (226)

PROJECTIONIST AVAILABLE March 1st. 30 years experience drive-in or roofed. Want job in Arkansas or Mississippi part time or full time. **ED. L. DARDENNE, Box 724, Lockney, Tex. 79241.** (226)

PROJECTIONIST, 35 years experience, wants job indoor or drive-in. Prefer Ohio. **BOX A34, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

PROJECTIONIST, 20 years experience, desires employment in Florida. Presently employed, available on 15 days notice. **BOX B34, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila. Pa. 19107.**

WANTED: Manager, experienced in promotion and all phases, to run new theatre in Miami. Position open immediately. **BOX A226, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

MANAGER OR ASSISTANT. Young man, 23, desires position Texas or Midwest. 8 years experience small town or large chain. Presently employed by large eastern chain. Excellent references. **BOX B226, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

PROJECTIONIST, 11 years experience, also booth maintenance. 26 years old, single, sober, reliable. Seeking year-round job only. Can furnish references. Will relocate. **LEWIS L. HAAS, 765 Westcott St., Syracuse, N. Y. 13210.** (311)

MANAGER, 15 years experience, conventional house operation, first run downtown, neighborhood or small town "know how." Will go anywhere. Available now. Salary open. **Box A311, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

PROJECTIONIST AVAILABLE at once. 20 years experience indoor and drive-ins. Sober, dependable, reliable, good references. Family man. Prefer drive-in. **BOX B311, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

PROMOTION MANAGER, 15 years experience, 1st run and art film exploitation/theatre manager, TV/radio promotion, time/film sales. **JACK WINTERS, 1885 NW 19th St., Miami, Fla. 33125, phone 305-635-9791.** (311)

ASST. MANAGER WANTED: Young, sober, reliable man with high school education. Able to assume responsibility and desire to advance. Theatre in metropolitan area of New York. Reply with references to **P. O. BOX 421, Newburgh, N. Y.** (311)

MANAGER AVAILABLE, now employed, with 20 years expeiience in all phases of theatre operation, including concession. Best of references furnished. **BOX C34, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

Address all Correspondence to— ***The A—MAN Corner*** **{Motion Picture Exhibitor**
317 N. Broad St., Phila., Pa. 19107

NOW AVAILABLE

1964-65

Fiscal Year

"Pocket-Size"

DATE BOOK

12 Month Set of Dated Booking Sheets for the full Fiscal Year Starting June 28, 1964

Price: $1.00 for sheets
$1.30 for binder

ALSO AVAILABLE:

Large (9x12) Undated Forms, 3-hole punched
Price: $.50 for 52 Pages
$1.50 for binder

REMEMBER: These, and other Book Shop items are for sale only to subscribers to MOTION PICTURE EXHIBITOR

THANKS!

TO THE 1,472 EXHIBITORS WHO WILL BE SPENDING THIS SUMMER WITH ME!

They are some of those who attended 20th's 28 Showmanship Meetings and couldn't resist...

SHIRLEY
MacLAINE

ROBERT
MITCHUM

PAUL
NEWMAN

DEAN
MARTIN

GENE
KELLY

BOB
CUMMINGS

DICK
VAN DYKE

20th Century-Fox presents

WHAT A WAY TO GO!

A J. LEE THOMPSON PRODUCTION

Produced by ARTHUR P. JACOBS • Directed by J. LEE THOMPSON • Screenplay by BETTY COMDEN and ADOLPH GRE

Based on a story by GWEN DAVIS • Choreography by GENE KELLY • CINEMASCOPE • COLOR by DE LU

MOTION PICTURE

EXHIBITOR

MARCH 18, 1964 Volume 71 Number 10

IN THREE SECTIONS • THIS IS SECTION ONE

Cal. Anti-Pay TV Petitions Mount

(See page 5)

AIP Enters TV With 40 Features

(See page 6)

Irving H. Levin, executive vice-president, National General Corporation, was named to head Carthay Center Productions, Inc., motion picture producing subsidiary of that company.

TURNABOUT IS FAIR PLAY . . . *see editorial—page 3*

MICKEY ONE
MICKEY ONE
MICKEY ONE
MICKEY ONE
MICKEY ONE
MICKEY ONE
MICKEY ONE

NUMBER ONE EXCITEMENT!

Production has started on location in Chicago!
Columbia Pictures presents **WARREN BEATTY**
in ARTHUR PENN'S **'MICKEY ONE'**

The Trade Paper Read by Choice–Not by Chance

Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 109 Market Place, Baltimore, Md. 21202. New York field office: 1600 Broadway, Suite 604, New York 10019, West Coast field office: William M Schary, 818 S. Curson Ave., Los Angeles. Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.: Albert Erlick, editor; George Frees Nonamaker, feature editor; Mel Konecoff, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscription: $2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, $5 per year (50 issues). Special rates for two and three years on application. Single copy 25c. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WAlnut 2-1860.

Member Audit Bureau of Circulations

Motion Picture EXHIBITOR plus Showmen's Trade Review

Volume 71 • No. 10 MARCH 18, 1964

TURNABOUT IS FAIR PLAY

A VETERAN EXHIBITOR, highly respected in the motion picture industry, recently approached us with a suggestion that makes quite a bit of good sense in light of the current situation of so many theatremen.

Like most exhibitors, he is deeply concerned about the way the motion picture industry is treating its customers, with unrestricted bidding practices and orphan periods of release despite considerable lip service to the cause of orderly release.

The theory he expounded to us was that theatremen return to an old custom tried in the past—that of exhibitors staying away from a film company to dramatically illustrate its unbusinesslike practices.

When this approach was put to the test many years ago, the company was forced into changing its policies despite the fact that at the time it had most of the big film stars under contract.

Whether exhibitors like it or not, they are being galvanized into forming one organization, and hopefully, this will eliminate some abuses now now in effect.

All this brings us to the question, why not a "Better Business Bureau" for the motion picture industry? We are probably the only major industry without such an organization. Perhaps the time has come to start the ball rolling. Customers can't be treated like suckers or patsies forever—or can they?

Most everyone recalls the time when distribution pleaded for percentage terms on features. Today, films which perform like 20 or 25 per cent features or no power at all at the boxoffiice command terms like 50 per cent and no look. Why bite the hand that feeds you? It's true that most distributors in those days had their own circuits.

When the war prevented distribution from shipping their wares to foreign lands, just about every seller of motion pictures sent American exhibitors an S.O.S. and received all the help exhibitors could give them. Now exhibitors need consideration.

Turnabout is fair play.

SHALL WE CALL IT BOONDOGGLING?

WE WERE QUITE interested recently in a story from Pittsburgh referring to a labor dispute in which the operators of two theatres walked out to honor a picket line. We respect the right of labor to air its grievances, but in this case, the situation deserves examination.

The management of the theatres, in a businesslike manner, had installed electrical equipment in the booth to close the stage draw curtains and had laid off two stage hands as a result.

Feeling that the walkout was unfair, management stuck to its guns and replaced the IATSE men with non-union operators rather than darken the theatre. If ever there was a plain case of feather-bedding by the IATSE, this was it.

The outcome was predictable. The union finally realized the futility of trying to force stage hands down the throat of management when there was absolutely no need for their services, and the union operators returned to work.

IATSE for the most part has proven itself cooperative, but the record does indicate that the union is playing "footsie" in some situations. The businesslike and fair thing would be for the union to treat all situations alike, but this is not always the case. Difference in treatment is unfair to the theatres that are forced to pay top salaries to more than one booth man while similar situations in other areas are treated quite differently.

Union representatives claim that *"this is not our territory"* or *"we do not have enough men,"* but the result is confusion and discrimination.

The moral of the story is that it seems to be a pure case of supply and demand or get whatever the traffic will bear. We know one IATSE union that refused to make a settlement in a strike until their men received a pay increase of 40 cents a week. The exhibitor, of course, complied, but just how silly can you get?

CUTTING THE WRONG CORNERS

WE LIVE and we learn. The workings of some so-called "big minds" are a constant mystery to us. A short time ago, we were discussing with a circuit executive the relative value of trade papers and their purpose.

We don't know whether or not he was sincere in his comments, but he did have many nice things to say about our publication.

"You have the finest paper in the field," he said. *"You know what you are talking about, and you are not afraid to stand on your own two feet and say what you think. Your yellow section has no equal, and your reviews are fair and honest. As a matter of fact, only last week I made photostats of an article in your publication and sent it to all my managers."*

Blushing with pride, we asked quietly, "How come you don't subscribe for all your theatres if you like us so much? It will save time at the photostat machine, and it doesn't cost so much."

He replied—and it's a classic, *"A dollar saved is my main desire in operating this circuit."*

EDITOR'S NOTE: He is no longer with the circuit. Possibly, he saved so much money he eliminated his job.

NEWS CAPSULES

FILM FAMILY ALBUM

Obituaries

Mrs. Harry Blumberg, 60, wife of **Harry Blumberg**, Blumberg Brothers, Philadelphia theatre supply dealers, died in Hahnemann Hospital. Also surviving are two daughters, four brothers, and a sister.

Julius Broidy, 82, father of **Steve Broidy**, president, Allied Artists Pictures Corporation, died in Memorial Hospital, New York City. Besides his son, he is survived by a daughter.

Ray Asher Grombacher, 77, one of the northwest's top exhibitors, died at his Portland, Ore., home. He began his career in 1909 and owned leading theatres in Seattle, Butte, Spokane, and Portland at various times. He was a charter member of Theatre Owners of America and was a major organizer of TOA in the State of Washington. He is survived by his widow, a daughter, and two grandsons.

Nat Winig, 61, a former chief barker of Albany, N. Y., Variety Club, and for years chairman of the Tent's annual golf tournament, died at Memorial Hospital, Albany. He was an insurance broker. Surviving are his wife, a son, three brothers, and two grandchildren.

Music Hall Run Rapped

NEW YORK—Prudential New York Theatres, Inc., filed in N. Y. Federal Court a $2,755,330 anti-trust suit against eight major distributors and Radio City Music Hall, charging them with imposing a clearance or protective period in favor of the Hall which is allegedly unreasonable as to area.

Prudential is asking $661,503 and $256,939 treble damages for its Bayshore and Patchogue, L. I., theatres, which it is stated are 60 and 75 miles from New York.

The complaint alleges that the defendants conspired and made restrictive agreements and arrangements against the plaintiff's theatres by granting first run to Radio City exclusively though the theatres are miles apart.

The companies named in the action are MGM, Paramount Pictures, Paramount Film Distributing, 20th-Fox, Buena Vista, United Artists, Warner Bros. Distributing, Warner Bros. Pictures, Universal Pictures, and Universal Exchanges.

Universal Earnings Up

NEW YORK—Universal Pictures Company, Inc., reports for the fiscal year ended Dec. 28, 1963, consolidated net earnings from operations of $5,350,570. After dividends on preferred stock, such earnings amounted to $6.22 per share on 853,236 shares of common stock outstanding.

For the fiscal year ended Dec. 29, 1962, the company reported consolidated net earnings from operations of $4,422,614. After dividends on preferred stock, such consolidated net earnings amounted to $4.96 per share on 874,408 shares of common stock outstanding.

FORMS FOR THIS PAGE CLOSED AT 5 P.M., ON MON., MARCH 16

Mistrial In "Balcony" Suit As Profs Defend Feature

ATLANTA—After five hours of deliberation, a DeKalb County jury declared it was unable to reach a verdict on whether the movie "The Balcony," contains a "shameful and morbid interest in sex."

Superior Court Judge William Dean declared a mistrial in the suit against Academy Theatres, Inc., which offered the film at the Kirkwood Theatre for adults only in August, 1963. Judge Dean declared the mistrial after one member of the all-male jury said he thought further deliberation might produce a verdict.

In the action, defense attorney Jack Turoff called several Emery University professors, movie reviewers, and others to the stand, all of whom testified that it was their opinion the movie did not have as its predominant theme a shameful, morbid interest in sex.

Most of the defense witnesses agreed that the film might leave most people in a confused or puzzled state, but said it did have literary merit.

The jury and witnesses viewed the movie in a special showing.

Defense witness Dr. Thomas McDill, Columbia Theological Seminary, declared the movie had a powerful message and said he would like to require all his students to see the "Balcony."

Mrs. Christine Gilliam, who served as Atlanta movie censor for 16 years and now holds a position as the city's movie reviewer, testified that in her opinion, the purpose of the movie was to appeal to prurient interests. Her testimony will be found in further detail elsewhere in this issue.

Little Girls Dig Beatles, But Capacity It Ain't

PHILADELPHIA—Reliable reports from the field indicate that the closed-circuit theatre telecast starring the Beatles over the weekend was generally disappointing at the boxoffice.

While there may be some situations that did business with the telecast, a fair assumption would seem to be that the difficulty stems from the unique appeal the Beatles have for a single audience. Reports indicate that the audience was limited almost entirely to girls between the ages of 10 and 14. While that may well add up to a lot of noise, it does not make for sellout houses Coupled with the not insignificant price of tickets, this may well explain the lack of boxoffice action.

Based on this initial experience, it is impossible to draw any conclusions as to the appeal of theatre television as an entertainment medium. It is to be hoped that the next test of the theatre tv network will be an attracion of more general appeal and boxoffice potential.

BROADWAY GROSSES

"Becket" Excites Main Stem

NEW YORK—The Main Stem excitement and activity centered on the opening and 10-shows per week capacity business registered by Paramount's "Becket," Loew's State.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the break-down was as follows:

"THE MAN IN THE MIDDLE" (20th-Fox). Paramount reported $18,000 for the second session.

"CAPTAIN NEWMAN, M.D." (U). Radio City Music Hall, with usual stage show, did $81,000 from Thursday through Sunday, with the fourth and final week sure of $112,000.

"THE CARDINAL" (Columbia). DeMille reported $20,000 for the 14th week.

"BEST OF CINERAMA" (Cinerama). Loew's Cinerama did $7,000 on the 14th week.

"IT'S A MAD, MAD, MAD, MAD WORLD" (UA-Cinerama). Warner Cinerama stated the 17th week was $25,031.

"ONE MAN'S WAY" (UA). Astor reported $8,000 for the opening week.

"DR. STRANGELOVE OR: HOW I STOPPED WORRYING AND LEARNED TO LOVE THE BOMB" (Columbia). Victoria announced the seventh week was $27,000.

"SEVEN DAYS IN MAY" (Paramount). Criterion stated the fourth week hit $33,500.

"CLEOPATRA" (20th-Fox). Rivoli reported $15,000 for the 36th week.

"BECKET" (Paramount). Loew's State garnered $49,450, capacity for 10 shows, on the first week.

"4 FOR TEXAS" (Warner). RKO Palace stated the opening week was $15,000.

Sweeten To NGC Ad Post

LOS ANGELES—New director of National General Corporation's department of advertising, promotion, and exploitation is Robert G. Sweeten, of Denver, it is announced by Robert W. Selig, vice-president and general manager of theatre operations.

Sweeten replaces Paul Lyday, who resigned to join the Disney organization in an executive capacity.

Selig said Sweeten comes to the Beverly Hills-based diversified operation from 34 years' experience in theatre management, buying, and booking, radio and television station management, and key-city promotion.

Sweeten has been managing director of the flagship Denver Theatre, Denver, in addition to other civic and supervisory duties under district manager John O. Denman and Fox Inter-Mountain Theatres' area supervisor Ray W. Davis.

In addition to his association with the department, Selig said Pete Latsis, director of press relations, shortly will be elevated to expanded activities in the total diversified corporate picture. Joe Vleck, another executive in the department, also will assume new duties and responsibilities under the realignment.

Anti-Pay TV Petitions Near Goal

407,507 Voters Request Placement On Nov. Ballot; Calif. Committee Spreads Views Of Network Toppers

LOS ANGELES—Signatures of 407,507 registered voters have been obtained on petitions seeking repeal of a 1963 California pay-tv law as the half-way point was reached in the initiative campaign of the Citizens' Committee for Free-TV.

This was the announcement of Don Belding, statewide chairman for the committee.

Belding predicted that by the April 21 deadline for filing original petitions with Registrars of Voters, the required 468,259 signatures "would be substantially exceeded." He revealed that 186,404 had been obtained in northern California and 221,103 in southern California.

"With the continued support we are receiving from public spirited people everywhere, it appears certain this measure will be placed on the Nov. 3 general election ballot," Belding predicted.

"Not only are rank and file citizens volunteering to circulate petitions, but thousands upon thousands of union members, women from the California Federation of Women's Clubs, both political parties, church groups, and business people are obtaining signatures.

"The broad public support of this cause only confirms our basic contention that the public welfare is a vital issue in this campaign."

The initiative would invalidate an "emergency" bill rushed through the Legislature last year which permitted a pay-tv telephone hookup with home television sets, by-passing the Federal Communications Commission which has granted pay-tv licenses in only a few test cities.

The committee contends that pay-tv would constitute "piracy of the public domain."

Belding said, "Pay-tv would have to cater to mass audiences to survive financially, contrary to sponsor's claims its programs would be aimed at special interest groups. In doing this, pay-tv would have to preempt the major program which the public is now viewing at no cost."

The Boards of Supervisors of Los Angeles, San Francisco, and Sacramento Counties, many city councils, the California Federation of Women's Clubs, the National Association of Broadcasters, many labor councils, and business and civic groups have indorsed the initiative campaign.

Belding also sent to all California editors a letter pointing out that the presidents of the three major television networks have predicted pay-tv would kill free-tv and force them also to charge for substantially what the public now receives free.

The following excerpts of testimony before Congress and the Federal Communications Commission were provided by Belding:

Frank Stanton, president, Columbia Broadcasting System:

". . . There can be no co-existence between pay-tv and free tv as we know it.

"Where now the best in television is available to all Americans, pay-tv will fence off the best for the carriage trade. One prosperous viewer can pay—and deprive a dozen of his neighbors of the programs they are now enjoying.

"In the final analysis, there is no easy way out. The matter has to be voted up or down."

Robert W. Sarnoff, president, National Broadcasting Company:

"The fact that pay-tv must have hit attractions and stars is only half the answer. The other half involves their ability to draw them from the one inevitable repository—free tv. Here we concede them victory. With a box-office in every subscribing home, pay-tv could easily outbid our advertiser-supported medium for the same programs and talent we have developed and which provide us our economic base."

Leonard H. Goldenson, president, American Broadcasting Company:

". . . I am convinced that a pay-tv system would soon strip television of its most popular programs by the sheer weight of its bidding power.

"In the event that pay-tv were to become a successful reality with the resulting deterioration of free tv, we would be obliged as a matter of self preservation to enter the pay-tv field.

"The proponents of pay-tv have stated that it is in the American tradition to give pay-tv a test. To permit such a test is equivalent to starting an epidemic to test a new vaccine!"

Hollywood
FOREIGN PRESS
ASSOCIATION

On behalf of Samuel Goldwyn, right, Julie Andrews presented the Samuel Goldwyn Award for best Foreign Picture of the year to Joseph E. Levine for his Embassy release, "Yesterday, Today, and Tomorrow." The occasion was the 26th annual Golden Globe Awards dinner of the Hollywood Foreign Press Association.

Broadcasters To Hear Levine

CHICAGO—Joseph E. Levine, president of Embassy Pictures, is scheduled to speak at the 42nd annual convention of the National Association of Broadcasters to be held April 5-8, in Chicago.

Levine will present the views of feature-film producers during a "Programming Conference '64" on April 7, at the Conrad Hilton Hotel. The conference, a highlight of the NAB convention, will explore the future of television programming.

Levine, producer of the forthcoming theatrical films, "The Carpetbaggers" and "Where Love Has Gone," both Embassy Pictures-Paramount Pictures co-production, recently announced the expansion of his company, Embassy, into the production of television series.

The first, a "Hercules" series, to be filmed in color, will go into production this spring. Budgeted at more than $4,000,000, the "Hercules" series will consist of 32 one-hour shows the first season.

Hollywood Foreign Press Heaps Honors On Levine

LOS ANGELES—Three of the most coveted awards bestowed by the Hollywood Foreign Press Association went to Joseph E. Levine, president of Embassy Pictures Corporation, at the 26th annual Golden Globe Awards Dinner at the Ambassador Hotel in Los Angeles. They were:

The Cecil B. De Mille Award for Showman of the Year. This award was presented by film star Dana Wynter who, in her presentation, quoted excerpts from the article on Levine in the current issue of Fortune Magazine.

The Samuel Goldwyn Award for the Best Foreign Picture of the Year for "Yesterday, Today and Tomorrow," directed by Vittorio De Sica and starring Sophia Loren and Marcello Mastroianni. Goldwyn made one of his rare public appearances, delivering the plaque to Levine and to Julie Andrews, who accepted for Sophia Loren.

The World Film Favorite Award was won by Sophia Loren and accepted for her by Natalie Wood, who read the following telegram from Miss Loren: "Dear Natalie, please accept my Golden Globe for me and convey my sincere appreciation to the Hollywood Foreign Press Association for this honor. Also, please give Joe Levine the award to hold for me and give him a big kiss and a hug from me. Love. Sophia."

The Goldwyn Award accorded "Yesterday, Today and Tomorrow," marks the first time in the 26-year history of the Golden Globe Awards that such an honor has been accorded a motion picture before its release.

"Cardinal" Showcase Set

NEW YORK—Direct from a successful roadshow engagement at the DeMille, Broadway, Otto Preminger's "The Cardinal," winner of six Academy Award nominations, will be shown for the first time in continuous performances as a special "Cardinal Showcase" presentation at Loew's Cinerama (Capitol) on Broadway and 25 other theatres in the New York metropolitan area starting March 25, it was announced by Rube Jackter, Columbia vice-president and general sales manager.

The showing at the Cinerama (Capitol) will mark the first time this motion picture will be adapted to the Cinerama screen.

The 26 houses involved in the presentation are working closely with the Columbia advertising, publicity and exploitation departments to develop a special, over-all campaign designed to achieve the maximum impact for the film.

Glen Alden Buys Stock

NEW YORK—Albert A. List, president of Glen Alden Corporation, announced that the corporation is purchasing all of the Glen Alden shares tendered, which total approximately 713,000 shares, at $14 a share. Such stock was tendered as a result of a stock purchase offer of Feb. 25 which expired March 9. The number of outstanding shares is now reduced to approximately 4,800,000.

Checks in payment of the tendered stock are being mailed to shareholders.

AIP Enters TV Field With 40 Pix; Dudelson To Manage New Company

HOLLYWOOD — American International Television, a new tv distribution and production arm of American International Pictures, has been organized and goes into operation on both a foreign and domestic basis immediately, AIP executives James H. Nicholson and Samuel Z. Arkoff announced at a special press conference at the Beverly Hills Hotel.

AIP's entry into the television market coincides with the 10th anniversary celebration of the company which now has more than 150 feature films in release and is regarded as one of the nation's major motion picture producers and distributors.

AI-TV's initial offering is a 40-feature Spectacolor package which also includes top AIP releases "The Prisoner in the Iron Mask," "The Sign of the Gladiator," "Goliath and the Dragons," "Journey to the Lost City," and "Goliath and the Barbarians," along with other high adventure spectaculars which were acquired especially for tv.

Nicholson and Arkoff, AIP president and executive vice-president respectively, also announced the appointment of Stanley Dudelson as vice-president and general manager of AI-TV. Dudelson is a veteran of tv sales and was formerly national sales manager for Screen Gems.

Prior to joining Screen Gems, he was regional sales manager for Hygo-Unity Television in Detroit, and was more recently producer's representative for Selma Enterprises, American International Pictures, Italian International, and Uni-Export Films of Rome.

AIP toppers Nicholson and Arkoff, who will serve in the same executive capacities for the new tv company, said that AI-TV will have offices in Los Angeles, Chicago, and New York which will distribute one or two packages of an indeterminate number of feature films each year.

Other AIP executives who will double in their official capacities with AI-TV are David J. Melamed, vice-president in charge of finance; Milton Moritz, national director of advertising and publicity; and Ruth Pologe, eastern advertising and publicity director.

Functionaries will also acquire rights to properties from independent producers for possible release to networks or any syndications.

Dudelson will represent AI-TV at the April meeting of the National Association of Broadcasters in Chicago after which he will embark on a six week nation-wide tour of tv stations before setting up his operational base in New York. "Salesmen are to be announced soon thereafter," he said.

"Our first 10 years in feature production and distribution have been so eminently successful and we are so thoroughly entrenched in this branch of the film industry, that we felt now is the time to enter this new field of distribution," Nicholson and Arkoff disclosed.

As announced a few weeks ago, AI will enter television production with at least two series for the 1964-65 season. These will be based on the company's recent box office hit, "Beach Party," and on another project as yet unannounced.

Nicholson and Arkoff made a special point of the fact that the new general manager of AI-TV will make periodic calls on tv station buyers to keep in close touch with their needs and requirements just as executives of the parent company have always done with the film exhibitors and distributors.

Immediately following the press conference, Nicholson and Arkoff departed for Europe where they expect to acquire additional product for both the motion picture and tv arms of the company.

"Carpetbaggers" Bow Set For Denver April 9

NEW YORK—Joseph E. Levine's "The Carpetbaggers," an Embassy-Paramount co-production, will have its gala world premiere in Denver on April 9 at the Paramount.

Elaborate premiere plans for "The Carpetbaggers" are now being formulated. Traveling to Denver from Hollywood and New York will be many of the stars of "The Carpetbaggers," as well as producer Levine and director Edward Dmytryk.

The premiere will be backed by the most extensive marketing and merchandising campaign ever accorded a major motion picture in the Rocky Mountain area. The Denver campaign for "The Carpetbaggers" will encompass radio and television, newspapers, magazines and other publications, the wire services, and personal appearances.

Queen Honors C. J. Latta

LONDON—The Queen of England has made C. J. Latta an Honorary Commander of a Most Excellent Order of the British Empire in recognition of his work as founder of the Variety Club of Great Britain.

Under international officer Latta's guidance, Tent 36 has built a membership of 900 and raised $4,200,000 in 14 years. He becomes one of the few Americans entitled to the letters OBE after his name.

USIA Short Subject Released Abroad By Col.

NEW YORK—Release of "Five Cities of June," one of this year's Academy Award nominees in the documentary short subject category, has moved into high gear, according to Mo Rothman, executive vice-president of Columbia Pictures International. Columbia has world distribution rights, except for the U. S., to "Five Cities of June."

The short subject is a three-reeler in color made by the United States Information Agency, with George Stevens, Jr., serving as producer. It will be released in 81 countries and is expected to secure a minimum of 30,000 engagements and possibly as high as 40,000, Rothman asserted. It will be made available in 24 different languages, including Arabic, Hebrew, Turkish, Greek, three separate Chinese dialects, as well as the major western romance languages. Some 200 prints will be circulated.

"Five Cities of June" is concerned with the important events that took place around the world during the month of June, 1963. In Rome, it records the coronation of the new Pope, Paul VI; it then flashes to the story of rocket launchings to the moon and the competition in that area between the U. S. and the Soviet Union. In the third city, Saigon, there is depicted the tragic self-immolation of a Buddhist monk as well as scenes of the fighting in South Vietnam. The cameras next move to a city in Alabama and the problems of integration in American universities. The fifth city is Berlin and concerns the late President John F. Kennedy's visit to the Berlin Wall.

Columbia's distribution of "Five Cities of June" is said to represent the first instance of general commercial distribution overseas of a U. S. I. A. film subject.

Goldenson Heads UCP

DALLAS—Leonard H. Goldenson, Mamaroneck, New York, president, American Broadcasting-Paramount Theatres, Inc., was relected chairman of the board of United Cerebral Palsy Associations at the organization's 14th annual conference here.

One of the founders of United Cerebral Palsy Associations, Goldenson has served five terms as its national president.

The Theatre Owners of America board meeting was held recently in the Muehlebach Hotel, Kansas City, Mo., in conjunction with the seventh annual Show-A-Rama convention of the TOA of the Heart of America. Seen on the dais in the rear are, left to right, John H. Rowley, TOA president; John H. Stembler, board chairman; and Joseph G. Alterman, assistant secretary.

Hoblitzelle Contributes Sunshine Coach To Tent

DALLAS — More than 150 Dallas Variety Club barkers and their guests attended a luncheon at the Statler-Hilton Hotel to hear the monthly report of the clubs activities and an appraisal of the coming year's schedule of club projects.

Highlight of the program was the announcement that Karl Hoblitzelle, through the Hoblitzelle Foundation, had made a contribution to Variety to buy a Sunshine Coach, which will be turned over to the Dallas United Cerebral Palsy Chapter to transport handicapped children in the north Texas vicinity.

It was also announced that the club has ordered a second Sunshine Coach which will be granted to the Caruth Rehabilitation Center in Dallas to be used as a multi-purpose vehicle to carry crippled and mentally retarded children to and from special schools, clinics, hospitals, as well as on outing excursions in the country.

Presiding chief barker Joe Jackson introduced Alfred Sack, chairman of the Variety Week committee, who gave a progress report of the functions of the week-long celebration in the Texas area. These included a free showing of "It's A Mad, Mad, Mad, Mad World" at the Capri, Dallas, for 1,000 underprivileged children; press parties, newspaper campaigns, and other facets involved in exploiting the Dallas Variety Club.

Bill Slaughter, first assistant chief barker, elaborated on the multi-facet charity program which included substantial financial assistance to the Dallas Services for Blind Children, Children's Medical Center, Hope Cottage, Wadley Blood Foundation, Shoes For the Needy at Christmastime, Memorial Fund to Golden Acres Old Aged Home, contributions to Will Rogers Hospital, educational grants, canned food program for Salvation Army, help to indigent showmen, and the "Cleopatra" premiere which raised a considerable amount of extra money for the Dallas Services for Blind Children building fund.

Synagogue Honors Mandels

NEW YORK—RKO Theatres' president Harry Mandel and his wife, Gertrude, will be the guests of honor at the annual dinner of the East End Synagogue of Long Beach, which takes place May 9 at the Capri Beach Club in Atlantic Beach, Long Island. The East End Synagogue is one of the leading conservative congregations on Long Island, and this festive event is generally attended by some 400-500 members and friends of the congregation, as well as business and personal friends of the honored guests.

Chairman of the dinner is Harold Weinberger whose ad agency, Krate-Weinberger, handles a number of accounts in the theatre equipment field.

82 RKO Films To TV

NEW YORK—Screen Entertainment Corporation, headed by Hank Saperstein and Harold Goldman, has closed a deal for domestic television distribution of 82 RKO post-1950 releases, most of which have been in theatrical release since 1958.

The deal, repotred at "more than $1 million," was with Show Corporation. Saperstein-Goldman now have 175 features for the tv market here.

N. Y. Classification Bill Sponsor Reserves Judgment On Green Sheet

ALBANY—Industry and some other sources received with approval the announcement by Motion Picture Association of America, at a press conference in New York, that circulation of the Green Sheet would be increased, and various techniques would be utilized to increase the effectiveness of the "ratings" given films by representatives of 10 groups.

However, Assemblyman Luigi R. Marano, chairman of Joint Legislative Committee on Offensive and Obscene Material, which had for more than a year put pressure on MPAA to expand Green Sheet distribution in New York State; to include in its reviews films not bearing the Production Code Authority seals; and to "break down" the format so theatres could display the "classification" of individual releases, deferred comment.

The Brooklyn legislator explained that he would first "study" the packet sent to him by MPAA. Marano did voice dissatisfaction with the announcement that the Board of Regents had not taken "any action" on a film classification bill which he had introduced "at their request."

Declaring he was "disturbed" by this report, emanating from a press conference held by Commissioner James E. Allen and Chancellor Edgar W. Couper. In reply to a reporter's query, Chancellor Couper said the board had not assumed a position on the measure, and was unlikely to do so unless the legislative session were extended.

Chairman Marano made clear the fact he wanted the Regents to announce a stand on the bill. Amending the Education and Penal Laws act would require owner, lessee, manager, doorkeeper, ticket seller, or ticket collector to refuse admission to a child "actually or apparently under the age of 16," where a motion picture "not classified as acceptable for exhibition to children . . . is being shown or exhibited." Exception would be where child is "accompanied by its parent or guardian or by an adult person authorized by parent or guardian." Violation would be a misdemeanor. Bill would take effect July 1.

MPAA, Metropolitan Motion Picture Theatres Association, New York State Allied Theatres, and other industry organizations voiced strong objection to Marano proposal. State Catholic Welfare Committee, State Council of Protestant Churches, and Mayor Robert F. Wagner's Commission on Religion were counted among supporters.

In recommitting an "advisory (no penalty) classification measure a year ago, after it had reached Assembly third reading calendar, Marano announced his committee had "accepted the offer of the motion picture industry (through MPAA) to help."

Incidentally, New York State Allied Theatres were among the first to subscribe to Green Sheet for all its members, and to offer copies for use by "interested" persons. Some of the Allied Theatres men plan to advertise, "Ask the manager for Green Sheet," in newspaper copy.

Quinn To Bally "Molly"

NEW YORK—MGM's executive advertising, publicity, and promotion director Dan Terrell has appointed Frank Quinn, columnist-critic of the defunct N. Y. Daily Mirror, to his expanded public relations staff for the launching of "The Unsinkable Molly Brown."

Debbie Reynolds, star, MGM's "The Unsinkable Molly Brown," is seen with Russell Downing, president, Radio City Music Hall, and MGM vice-president and general sales manager Morris Lefko, at Sardi's following the New York screening of the film at Loew's State Theatre.

900 Exhibs, 300 TV Reps At MGM Saturation Meets

NEW YORK—Over 900 exhibitors and circuit heads representing more than 5000 theatres, and in excess of 300 major market television sales representatives, representing more than 75 per cent of the television stations in the United States, attended MGM's second series of saturation product presentation meetings held in 12 cities throughout the country. These meetings were designed to present forthcoming MGM products designated for radio television saturation campaigns.

Terry Turner, who handles MGM television saturation campaigns, discussed up-coming saturation type pictures, and Andy Sullivan, home office publicity staff, discussed MGM's plans for television purchases for major motion picture releases.

In addition, the guests viewed Ivan Tor's "Rhino," George Pal's "Seven Faces of Dr. Lao," and tv trailer clips on "The Golden Arrow," "Mail Order Bride," "Tiko and the Shark," and "Gladiator's Seven."

The second series of saturation product presentation meetings were held in Buffalo, Detroit, Cleveland, Pittsburgh, Cincinnati, Dallas, Oklahoma City, Kansas City, Chicago, New Orleans, San Francisco, and Los Angeles, where the wind-up meeting was held in Metro-Goldwyn-Mayer's Culver City Studio.

UA Music Ups Deutch

NEW YORK—Murray Deutch has been named a vice-president of the United Artists Music Publishing Company, it was announced by Mike Stewart, executive vice-president of the company.

Deutch has been general professional manager of UA Music Publishing Company for the last year and will retain that position in his new assignment.

Before joining UA a year ago Deutch was vice-president of Jubilee Records. For 10 years prior to that he was associated with Southern Music Publishing Company where he was general professional manager.

Suburban Mai Kai Wins Mich. Bow Of 20th-Fox's "What A Way To Go"

By ARTHUR HERZOG
Detroit Bureau Editor

DETROIT — Releasing pattern has and is continuing to change in the metropolitan area. First-runs, up to a year ago, were virtually restricted to downtown. With last summer's plethora of good product, about 30 neighborhood houses went into regular multiple first-run engagements.

Meantime, the growing Nicholas George Theatre enterprises built and opened the Mai Kai in the sprouting suburb of Livonia. This circuit, also endeavoring to get in the first-run act, finally succeeded a month ago in securing 20th-Fox's "Man in the Middle" for the Mai Kai.

Joseph W. Busic, of the George organization which is based in Allen Park, Mich., sent MOTION PICTURE EXHIBITOR this triumphant wire:

"Acting on behalf of Nicholas George, the Mai Kai Theatre announces completion of arrangements with 20th Century-Fox for the Michigan premiere of the latest Shirley MacLaine starrer, 'What a Way to Go.' We are particularly pleased because the competition among theatres for this picture was intense. We believe 20th Century-Fox's executives displayed acumen and foresight in awarding 'What a Way to Go' to the Mai Kai for its Michigan premiere, not only because we believe important pictures should make their debuts where people are, but because we believe this portentious action by 20th Century-Fox further erodes an outmoded method of releasing films in metropolitan Detroit. I anticipate that a formal contract signing ceremony will take place within the next two weeks."

Busic, reached by telephone, added the fillip that this announcement, elaborated by full credits, would be released to the newspapers in addition to the trade press. This type of publicity on industry mechanics is quite unusual here.

"Balcony" Trial Opens

ATLANTA—The trial of Academy Theatre, Inc., on charges of showing an obscene movie has opened in DeKalb Superior Court with testimony that the movie in question was "unwholesome, lewd, and lascivious."

Mrs. Christine Gilliam, who served as Atlanta's movie censor for 16 years, and now holds a position as the city's movie "reviewer" testified that the purpose of the movie was to appeal "to prurient interests."

Mrs. Gilliam was the second witness to take the stand for the prosecution after almost two hours were required to seat a jury for the trial. The first was Police Capt. E. O. Mullen, who seized the film at the Kirkwood Theatre on Aug. 22, 1963. The all male jury viewed the movie in court.

The charge is a felony, but the maximum sentence the corporation could receive is a $1,000 fine.

Rugoff Signs With Altec

NEW YORK—Marty Wolf, sales manager of Altec Service Corporation, announces the signing of an agreement with Rugoff Theatres, Inc., to render service to the sound equipments in their circuit of theatres. Murray Lenekoff negotiated for Rugoff Theatres.

Motion Picture Councils Name UA's "Lilies" Best

NEW YORK—Ralph Nelson's "Lilies of the Field" has been named "The Best Motion Picture of 1963" by the Federation of Motion Picture Councils, it was announced by Mrs. William G. Sullivan, Cleveland, Federation president.

The coveted award will be presented at awards banquet of the National Conference of Motion Picture Councils, in Atlanta on April 2.

"Lilies of the Field," a United Artists release, was selected by the voting of more than 40 Motion Picture Councils belonging to the Federation. The Councils are located in all parts of the United States and the members represent numerous community organizations.

Commonwealth Renovates Paramount, San Juan

SAN JUAN, P. R.—Puerto Rico's leading movie house, the Paramount, has completed an extensive renovation program which has spanned a two-month period, according to Commonwealth Theatres of Puerto Rico, Inc.

Rafael Ramos Cobian, president of the 31-theatre chain, noted that work on the theatre, which commenced in the beginning of January, was conducted so as not to interfere with the Paramount's regular performance schedule. Cost of the renovations, which included installing new carpeting and redecoration of the 900-seat showcase theatre, was estimated at $50,000.

Commonwealth, which has an island-wide vending and concession operation, also enlarged and remodeled its concession facilities at the Paramount during the period, Cobian said.

He observed that the theatre's renovation is part of a continuing program of improvement aimed at providing Puerto Rico's large movie-going public with luxury theatres that meet the highest standards.

The Paramount is located on Ponce de Leon Avenue in the heart of Greater San Juan's business district, Santurce. Earlier this year, the circuit completed renovation of the Ambassador, also on Ponce de Leon Avenue.

U Veteran Wade Retires

NEW YORK—Charles R. "Buck" Wade, a veteran of 34 years with the Universal Pictures Company domestic distribution organization, will retire as manager of the Salt Lake City exchange effective April 4, it was announced by Henry H. "Hi" Martin, vice-president and general sales manager.

George D. Cothran, Jr., Universal salesman in Atlanta since October, 1962, is being promoted to manager in Salt Lake City to replace Wade.

Mich. State Fair Grounds May Be New Drive-In Site

DETROIT—A truly unusual development in the drive-in field will take place as letters, unwritten as this is being dispatched, arrive. Exhibitors here will be informed by manager Walter Goodman, Michigan State Fair, that the newly-created Michigan State Fair Authority would be interested in studying proposals to lease space on the grounds on which to build an open-airer. While the property is owned and controlled by the state, it is well within city limits. It faces Woodward Avenue, which carries extremely heavy traffic, is close to population center, and very accessible.

Up to recently, the property has lain practically fallow except for the 10 days annually of the Fair, one of the country's largest, and the oldest. Since the creation of the Authority, new construction has begun for all-year enterprises, and an all-year program is being developed.

The Detroit Bureau believes reactions might be varied. Important interests here lack drive-ins, and recently hinted, without being specific, concerning expansion. Powerful out-of-town concerns have been buying and building in the area. Another local circuit has been acquiring and creating theatrical properties at an accelerating rate these past few years.

On the other hand, there are entrenched and profitable drive-ins sufficiently adjacent that a new establishment might tap part of their markets.

What remains to be seen is whether they would evidence interest in building for reasons of self-protection, or possibly oppose the erection of a place of entertainment on public property on legal grounds.

A third possibility is that all might esteem a new property as a big help in enlarging the movie-going habit, thus benefitting all.

As far as can be ascertained, no other of the 50 state fairs, or thousands of county fairs, have considered this Detroit-originated idea.

Kenyon To WB Post

HOLLYWOOD—Jack L. Warner, president of Warner Bros., has announced the appointment of Curtis Kenyon to the post of assistant to Walter MacEwen. The expanding operation of MacEwen's department, which includes property acquisitions as well as other executive duties, necessitates the presence of an assistant, Warner explained.

Kenyon, one-time president of the Screen Writers Guild, has been a prominent Hollywood writer for more than 20 years. He was story editor at Paramount Studios from February, 1961 to January, 1963.

Kodinsky Heads V.C. Fund

PITTSBURGH—Harry Kodinsky, public relations and television executive, was elected president of Variety Club Tent One's Fund for Handicapped Children, Inc., to succeed George W. Eby, former international chief barker.

Other officers reelected were Harold C. Lund, Franklin C. Snyder and B. F. Jones, III, vice-presidents; W. Ray Downey, secretary; and C. R. Wilson, treasurer.

Kodinsky is a former chief barker of Tent One and is an international representative of Variety International.

IFIDA's Mayer Opposes D. C. Censorship Proposal

WASHINGTON—Michael F. Mayer, executive director, Independent Film Importers and Distributors of America, Inc., appeared before the Committee on The District of Columbia of the U. S. Senate and spoke against the proposed censorship bill under consideration.

Mayer said, "Insofar as the film media is concerned, this bill denies the assumptions of the free way of life by permitting the granting of a 10 day temporary restraining order ex-parte and without notice, of any film held by one judge, without trial or hearing, 'obscene, lewd or indecent' . . . purely on the petition of the U. S. Attorney for the District of Columbia and the corporation counsel of the District of Columbia; after a 'hearing' which, it is to be emphasized, is in no sense a full trial and determination of issues, that restraining order may, at the judge's discretion, become a preliminary injunction pending trial of issues. The restraint on communication is not subject to a particular trial date, and the issue of obscenity may only be determined at some unknown and unspecified time; the injunctive provisions are broad and vague in nature, and their impact cannot be presently measured. By their broadest construction, they would require the closing of a theatre which has once shown a film found to be obscene. . . . They would restrain the future showing of such matter in advance; and all of this relief is granted without any showing of substantial damage.

"The vice of these amendments is clear. . . . The initial restraining order on no notice and without hearing is a most arbitrary exercise of the power of prior restraint . . . and in those 10 days of restraint, irreparable harm can be done to distributors and exhibitors of film since motion pictures are a timely medium and release dates are vital. This is not to mention the substantial losses that may be incurred in advertising and promoting a film so restrained. . . .

"No foreign film may enter this country if held obscene by the Bureau of Customs . . . and all foreign films have passed repeated obscenity tests before reaching local screens. Under the provisions of the present code, obscenity runs an additional risk of punishment; but this remedy follows exhibition and does not come as a prior restraint. . . .

"The vast bulk of foreign films are not intended for children and are not exhibited to children. Very few foreign films have substantial youthful audiences. Adult film fare should not be reduced to the child's level by restrictions based on alleged harm to children. If there is a need for regulatory control, it should be in the hands of parents and not in the hands of the state, the prosecutors, or the judiciary. There are ample sources of information for parents and educators as to the nature of films for them to make intelligent choices for their children. . . . No censorship body is wise enough, fair enough, or competent enough to determine what films should or should not be shown—any more than they can determine what newspapers can publish or what television stations should broadcast. . . . The effort to control 'obscenity' can easily become control for purposes of religious orthodoxy or political advantage. Such risks should not be lightly assumed."

AA Launches Sands' Drive; Nathanson Named Captain

NEW YORK — Nat Nathanson, Allied Artists' assistant sales manager, has been appointed captain of the "Ernie Sands' Sales Drive." The drive, which was launched March 1 and named for the company's general sales manager, will extend to June 30.

The current release schedule of eight Allied Artists' upcoming features between March and June will provide the ammunition for the drive, which Nathanson plans to spur personally with visits to key exchange centers.

The company's film roster for the four month period includes Robert Hutton in "The Secret Door" and the Pat Boone starrer, "Never Put It In Writing," during March; "The Strangler," starring Victor Buono, and "The Naked Kiss," starring Constance Towers, for April; the May releases of the 1963 Berlin Festival Winner, "Train 349 From Berlin," starring Jose Ferrer and Sean Flynn, and "Master Spy"; and, in June, the film version of the James Jones' best-seller, "The Thin Red Line," starring Keir Dullea and Jack Warden, and "Clash By Night."

The Associated British Pictures Corporation, Ltd., Butlins, Ltd., and a private company controlled by Bill Butlin announced plans to develop an 800-acre site in Blackpool, England, as the most extensive entertainment centre and drive-in in Europe. Shown at a recent conference are Ald. Joseph Richardson, chairman, General Committee, Blackpool Council; Robert Butlin; Bill Butlin; R. O. F. Hickman, Blackpool Town Clerk; W. Cartlidge, assistant managing director, ABC; and C. J. Foster, architect to ABC.

William Morris Agency Broadens Theatrical Scholarship Program

NEW YORK—The William Morris Agency has broadened its program for the establishment of scholarships at leading colleges and universities to encourage and assist deserving students in developing theatrical skills in writing, acting, and staging, according to an announcement by Nat Lefkowitz, company treasurer and senior executive officer in charge of the New York headquarters.

Five additional grants for proficiency in theatre arts, of $1,000 each, on a year-to-year basis, have been made by the William Morris Agency Foundation to Mt. Holyoke College, Holyoke, Mass.; Howard University, Washington, D. C.; University of North Carolina, Chapel Hill; Carnegie Institute of Technology, Pittsburgh; and the Cleveland Institute of Music.

The grant in each case is to be awarded to a deserving student majoring in theatre arts, with the selection to be made by the educational institution.

The William Morris Agency, Lefkowitz disclosed, is currently providing annual theatrical scholarships at three other universities. In September, 1955, a writing fellowship donation of $1,000 annually was established at the Yale School of Drama. In March, 1956, the agency set up the Robert Sherwood Award of $1,000 on an annual basis at the Columbia School of Journalism in memory of the noted writer. Last year, a $5,000 scholarship was allocated to Brandeis University in Waltham, Mass., for its Department of Theatre Arts for the creation of a $1,000 annual scholarship to a student demonstrating special aptitude in theatre. This fund was created in memory of the agency's founder, William Morris, Sr., and his wife, Emma.

An additional $1,000 contribution has been made to the National Cultural Center in Washington, D. C., to endow a seat in the name of the William Morris Foundation.

Tech. Acquires Rainbow Photo

NEW YORK—In a further expansion move to improve Technicolor's position in the amateur photo finishing market in the New York area, Melvin H. Jacobs, president of Technicolor, Inc., and Jack Falk, president of Rainbow Photo Industries, Inc., announced that agreement in principle had been reached for Technicolor's acquisition of Rainbow's assets for about 74,000 shares, the equivalent of one Technicolor share for about four Rainbow shares. The consummation of the transaction is subject to the signing of a mutually satisfactory agreement, and the approval by the boards of directors of both companies and the Rainbow stockholders.

Jacobs stated, "The Rainbow acquisition will increase the sales volume in 1964 of Technicolor New York by 39 per cent and the overall sales volume of the consumer division by 15 per cent.

Two TV Stations To Martin

WASHINGTON, D. C.—The Federal Communications Commission's broadcast bureau approved the purchase of E. D. and Roy E. Martin, Jr., of Martin Theatres of Georgia, of tv stations WTVM, Columbus, Ga., and WTVC, Chattanooga, Tenn., both on channel nine.

TIME TESTED FORMS and SYSTEMS •

PLUS SERVICE **No. 1**

THE SERVICE-KIT

—a streamlined system for BUYING, BOOKING and CONTRACT CONTROL

SERVICE KIT
THE EXHIBITOR

STIFF-BACKED 3-RING BINDERS AVAILABLE. See No. 11a & b

● Arranged and assembled for insertion in any standard 9 x 12 inch ring binder or ring-equipped brief case are the following forms:

1. A 52 week supply of large, modern BOOKING SHEETS (9 x 12 inches)
2. 10 pages of AVAILABILITY and PLAY-OFF WORK SHEETS (9 x 12 inches)
3. 10 sheets of PERFORMANCE RECORD and CUT-OFF SHEETS (9 x 12 inches)
4. A permanent EQUIPMENT RECORD
5. An 18-month BOOKING CALENDAR
6. A special PERPETUAL CLEARANCE CHART and many other helpful forms all properly indexed.

● After the first year, additional sets of any particular FORM can be purchased separately; any back REVIEW SECTION for 5c; and any DIVIDER INDEX for 20c.

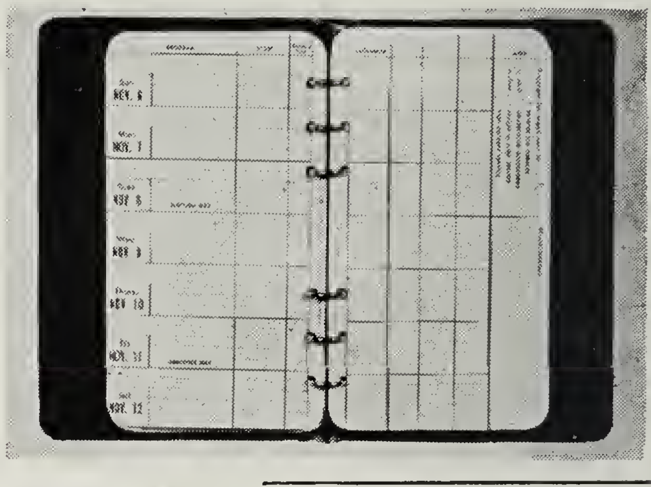
Price: $1.30 per set

PLUS SERVICE **No. 4**

THE NEW *"Pocket-Size"* DATE BOOK

—latest innovation in the field of small booking records.

● This new design has proved so far superior to anything previously developed in its field that it has taken the industry—whether independent owner or circuit manager—by storm.
(a) 5 lines of booking space were gained by taking full advantage of the 3¾x6¾ inch page area. (b) Weekly activities not bothered with until the complete week is booked, are kept separate and distinct. (c) Spaces are allowed for cost, gross, weather, etc., as desired. (d) All dates, days of the week, and holidays are clearly printed.



Dated forms for ONE FULL YEAR are printed to start with each JULY 1st.

SOFT-BACKED 6-RING LEATHERETTE BINDERS ARE AVAILABLE. See No. 11c

Price: $1.00 per yearly set

PLUS SERVICE **No. 2**

PROGRAM and RUNNING-TIME Schedules

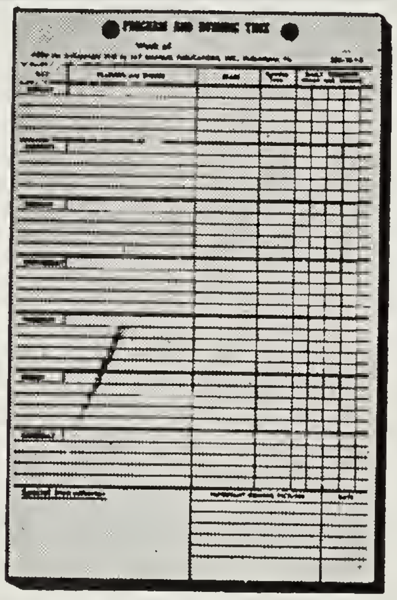
—a basic weekly form to replace the scribbled note or tissue carbon.

● These forms are prepared for convenience in disseminating accurate information to the key members of a theatre staff so that they may answer intelligently the patron questions most frequently asked; or so that they can cue and time their show. 50 sheets to each pad.

● Daily turnover running time can be easily computed from the running times of the individual subjects that make up the bill.

● One copy each week: (1) on your desk, (2) to your cashier, (3) to your doorman, (4) to your projectionist, and (5) to your head usher or floor supervisor will be sufficient to keep uniform information throughout the theatre.

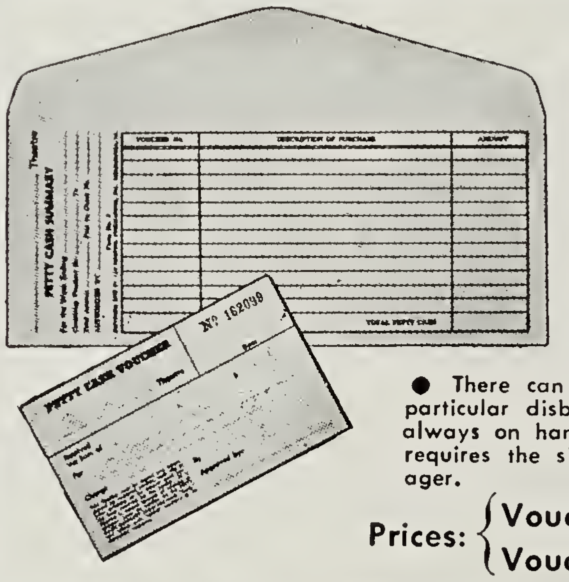
Price: 30c per pad


PROGRAM AND RUNNING TIME

PLUS SERVICE **No. 5**

Weekly PETTY CASH SYSTEM

—designed for simplicity and quick theatre reference.


PETTY CASH SUMMARY
PETTY CASH VOUCHER
No 162099
TOTAL PETTY CASH

● These specially designed 3 x 5 inch Petty Cash Slips require a counter signature of approval and are numbered consecutively so that accurate records can be kept of each individual expenditure. There are 100 slips to each pad.

● The specially designed envelopes are for use only once each week in listing each individual slip and computing the weekly total expended. All slips listed on a particular envelope should then be inserted in it for safekeeping; and the envelope filed for future reference.

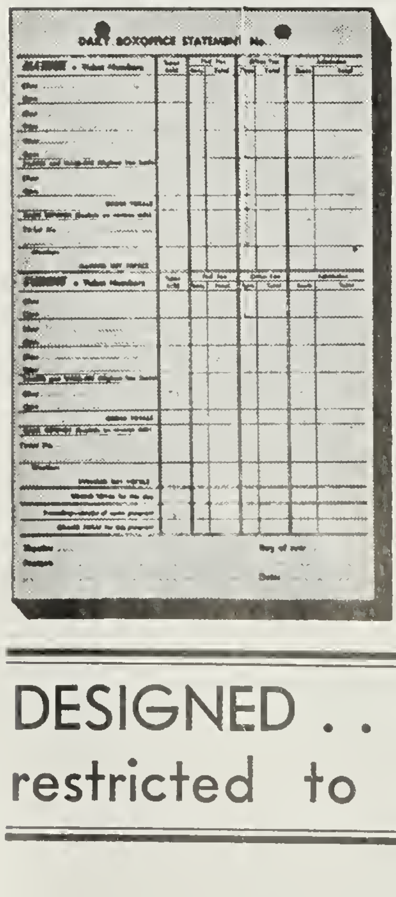
● There can never be any later question of a particular disbursement, for the actual receipt is always on hand and easily located. Each voucher requires the signature of the owner or the manager.

Prices: {Voucher Pads............30c each
Voucher Envelopes—50 for 65c

PLUS SERVICE **No. 3**

Daily BOXOFFICE STATEMENTS

—all embracing memoranda of the complete cash control system.


DAILY BOXOFFICE STATEMENT No.

● Printed on both sides so that complete factual totals for one day can be kept on one 5½ x 9 inch sheet, each itemizes:

1. OPENING AND CLOSING TICKET NUMBERS
2. PASS AND WALK-IN TICKET NUMBERS
3. CASH TOTALS AND REFUNDS
4. TAX TOTALS
5. PROGRAM, WEATHER, AND OPPOSITION
6. SPACES FOR HOURLY TOTALS
7. MISCELLANEOUS INCOME AND DEPOSITS

● Made up in pads of 50 per pad, each sheet is punched for saving in a standard ring binder with the date at the lower right corner for quick reference when filed.

● Where accuracy counts for current income and future bookkeeping, the Box Office Statement is a diary of theatre operation.

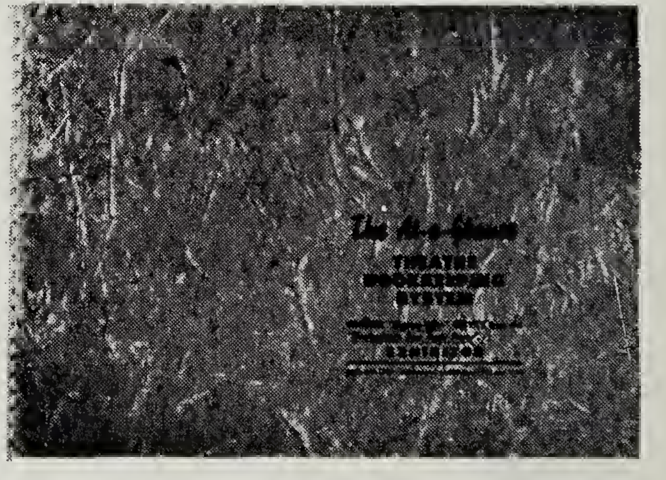
Price: 30c per pad

PLUS SERVICE **No. 6**

THE *"At-a-Glance"* BOOKKEEPING BOOK

—specially designed by a leading theatre specializing C.P.A. authority.

● This extremely simple system has been constantly revised to meet each tax or other changing requirement of the theatre man. Its 9 x 12 inch pages provide for: (1) daily ticket record, (2) tax collected daily, (3) daily gross, (4) pass and walk-in records, (5) weather and opposition, (6) daily show cost, (7) weekly income from vending machines, etc., (8) weekly gross, (9) weekly fixed expenses, payroll, and annual or monthly expense amortized weekly, (10) weekly profit or loss statement, (11) profit or loss for the year to date, etc.



Price: $1.75 per book (Sufficient for 52 weeks)

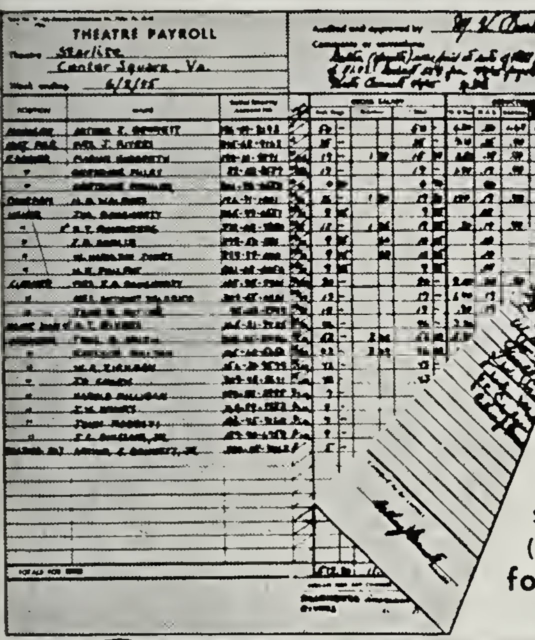
DESIGNED . . . PRODUCED . . . WAREHOUSED . . . and DELIVERED . . .
restricted to current THEATRE SUBSCRIBERS ONLY! Sample sheets

• for EVERY THEATRE OPERATING NEED:

PLUS SERVICE No. 7

Weekly PAYROLL FORMS

—for use whenever employees are paid in cash for salary or overtime.



THEATRE PAYROLL

Theatre Starlite

Center Square, Va.

Price: 52 sheets (1 year) for $1.30

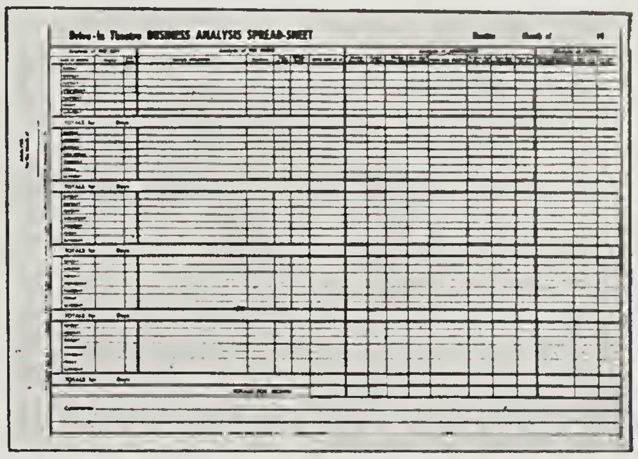
- This is the system that resulted from a contrast of the Payroll Forms used by all major theatre circuits.
- Designed to be filed in the ordinary letterhead size cabinet (8½ x 11 inches) this form provides a permanent weekly record of the individual name, social security number, rate of pay, overtime pay, reasons for overtime, and deductions for all purposes. It also provides gross weekly totals of salaries, deductions, raises, etc.

One of the most important features is an individual signed receipt by each employee, without their being able to see what any other employee has earned.

PLUS SERVICE No. 9A

Monthly *Drive-In* BUSINESS ANALYSIS

—a contrast study of ALL Outdoor Theatre income and film costs.



Drive-In Theatre BUSINESS ANALYSIS SPREAD-SHEET

- There is no facet of the theatre field that fluctuates so rapidly with every turn in weather, temperature, school attendance and opposition as the drive-in. A properly kept line each day on your Business Analysis Spread-Sheet will provide a study of: (1) The day of the week and day of the month complete with all weather influences; (2) The feature attraction complete with costs; (3) The total admissions by car and by patron; and (4) The confection sales by car and by patron.
- At the end of any one month, the complete picture is there for analysis and study,—and at the end of the same month of the following year, your headway or shortcomings are obvious.
- Here is what might be termed "a Monthly Boxoffice Statement."

Price: 55c for 13 sheets

PLUS SERVICE No. 8

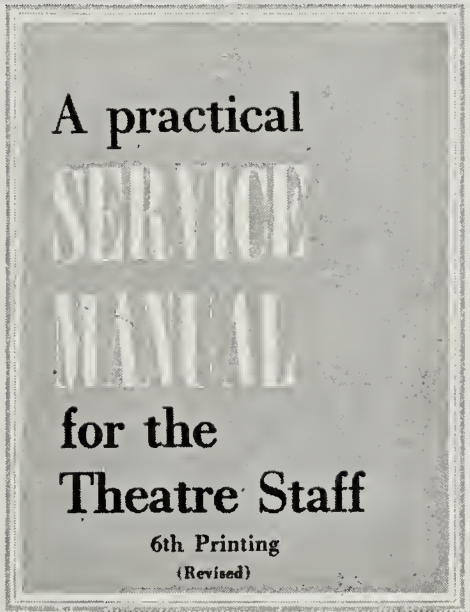
SERVICE MANUALS

—for the quick and proper training of new and old Theatre Employees.

LATEST REVISION also includes the additional data necessary to DRIVE-IN THEATRES!

- Of inestimable value in "breaking-in" a new staff of Ushers; a new Cashier, or a new Door Man.
- This 16 page pocket size (3 x 6 inch) booklet with heavy paper cover itemizes the rules of conduct for the theatre staff very logically and thoroughly. Separate chapters are devoted to Managers, Cashiers, Door Men, Ushers, etc., as currently trained in the larger circuits.
- It also pictures a system of Usher's hand signals for designating empty seats and gives many hints on Public Safety, Accident, Fire Prevention, Advertising, etc.

Price: 10c each

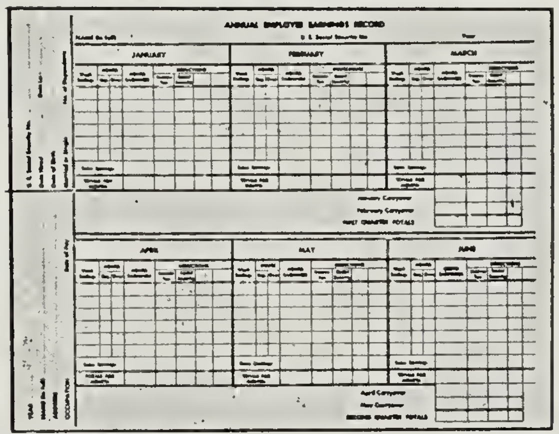


A practical
SERVICE
MANUAL
for the
Theatre Staff
6th Printing
(Revised)

PLUS SERVICE No. 10

Annual EMPLOYEE EARNINGS RECORD

—complete with all Withholdings and Deductions for Tax Returns.



ANNUAL EMPLOYEE EARNINGS RECORD

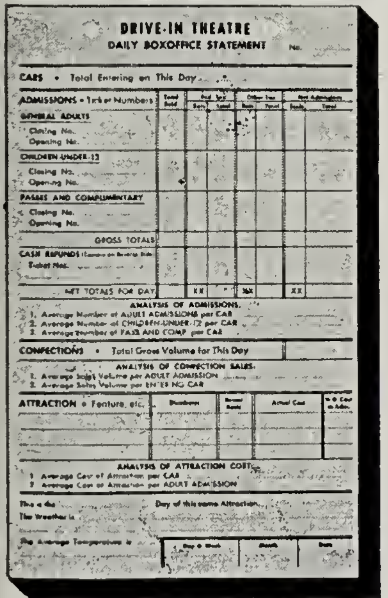
- Uncle Sam requires that you keep careful, permanent records of all employee earnings and of all tax or other deductions, under penalty of fine or imprisonment. Here is the most simple theatre method. With ushers and other low-paid help, turnover is frequent so a salary book is inconvenient and bulky. Under this EXHIBITOR system, one 8½ x 11 inch index card suffices for any one employee for one year, and each year is an entity in itself. The card of a fired or quit employee is set aside for tax return and government report; and current cards, arranged alphabetically constitute the only working set.
- Here is a time-saving, accurate system you'll rave about!

Price: 40c for 12 cards

PLUS SERVICE No. 9

Drive-In Theatre Boxoffice Statements

—specially designed exclusively for the use of Outdoor Theatremen.



DRIVE-IN THEATRE
DAILY BOXOFFICE STATEMENT No.

CARS • Total Entering on This Day

ADMISSIONS • Ticket Numbers

GENERAL ADULTS

CHILDREN UNDER 12

PASSES AND COMPLIMENTARY

GROSS TOTALS

CASH REFUNDS

NET TOTALS FOR DAY

ANALYSIS OF ADMISSIONS

CONFECTIONS • Total Gross Volume for This Day

ANALYSIS OF CONFECTION SALES

ATTRACTION • Feature, etc.

ANALYSIS OF ATTRACTION COST

- A daily record of: (1) Number of Cars; (2) Number of Adults; (3) Number of Children; (4) Passes and Complimentary Admissions; (5) Cash Refunds; (6) Confection Gross; (7) Title, distributor, rental basis, actual cost, and percentage of admissions income of the Show; (8) Record of the weather and average temperature; (9) Hourly Ticket Sale Record; (10) Opposition Attractions; (11) Checker and Hours Checked; (12) Total Cash Receipts and Totals Deposited.
- All on a handy 5½ x 9 inch sheet punched for filing in a post or ring binder and padded 50 to the pad.
- Here is a professional form never before designed for drive-in operation.

Price: 30c per pad

PLUS SERVICE No.11

Special BINDERS and CASES

—designed for the storage and carrying of some of these forms.

Service-Kit
BRIEF CASE (a)

- A big, genuine cowhide, zipper-enclosed briefcase equipped with 3-ring binder designed to hold the Service-Kit Forms (See No. 1) and a full year of Pink Review Sections as published separately by EXHIBITOR.

Price: $6.00 each (Tax included)

Service-Kit
BINDER (b)

- A big, stiff backed, imitation leather binder equipped with 3-ring holder designed for the Service-Kit Forms (See No. 1) and a full year of Pink Review Sections as published separately by EXHIBITOR.

Price: $1.50 each

Pocket-Size Date Book
BINDER (c)

- A small, flexible leatherette binder equipped with 6-ring holder designed for the 3¾ x 6¾ Pocket-Size Date Book sheets (See No. 4) sufficient for one entire year's booking,—and other features.

Price: $1.30 each

---

at NON-PROFIT PRICES . . . as a "Theatre-Wise" plus-service that is frankly without obligation.

MOTION PICTURE EXHIBITOR
317 N. Broad St., Phila. 7, Pa.

The NEW YORK Scene

By Mel Konecoff

THE MARCH ISSUE of Fortune, the magazine for tycoons, covers the subject of Joseph E. Levine, a typhoon among tycoons. Katherine Hamill is the word manipulator, and she recaps the industry's present situation and its outlook in her prying inside Joe Levine.

He has, in her words, "given the movie revival a shot of ballyhoo and showmanship. He has proven convincingly that the new business is really the old business under new conditions—and a pretty good business at that."

She recalls how five years ago, he paid $120,000 for the U. S. and Canadian rights to "Hercules," spent over $1,500,000 in advertising and publicizing, and then counted profits as $20 million came in at the boxoffice. It's still making money via the tv route.

Four years ago, he had four people, including his wife, in his office. Today, his staff numbers 106, half of which are in advertising and promotion (someday we'll have to count them), and the other half in distribution. The writer marvels at his movements, noting "it's not unusual for him to fly to Rome for the day to close a deal for a picture while major companies back home are still trying to decide whether to bid for it."

His Embassy Pictures grossed $20 million in 1961; $15 million in 1962; $20 million in 1963. This year—wow. He believes in tv, stating, "Were it not for television, most of the people in moving picture companies would be out of business." Another area he believes in is one that sells movies—"sex, violence, and action"—but he also gets a bit arty now and then as witness "8½," "Two Women," "Divorce Italian Style," "Long Day's Journey Into Night," "The Easy Life."

He talks about Paramount and his forthcoming pictures, but he's got plenty of dough, according to all this, so let him advertise them. The future could see him going any which way, and the piece winds up with the opinion that nothing is going to stop the upward trend in movies. "Not boats, not television, not pay television, not bowling. Nothing but good things are going to happen to it. Some young man is going to come riding out of the west or the east or the south and take it over.

"It's ripe. If I were fifteen years younger, I'd do it."

There, now we've saved you the $1.25 it would have cost to buy the magazine.

Q'S AND A'S: The question was asked of six teen-agers not too long ago. The State Board of Regents has asked the Legislature to grant it the power to ban school children from certain movies and to bar them from attending questionable movies unless accompanied by an adult—How did they feel about it?

A 14 year old miss thought if one is mature enough to understand a movie, one should be allowed to see it. Only her parents should ban her from seeing any movie and not the Board of Regents. A 15 year old lad didn't think the Board had any right to tell him and others what to see and what not to see. Only very small children should be barred from certain movies, and it should be up to parents to tell their offspring what to see or not to see.

A 17 year old girl thought the Board has a right to suggest only which movies are good to see and which are bad. It's up to the school, community, and parents to decide. As for parents accompanying their young, they would be seeing the film—wouldn't they? A 19 year old thinks certain movies should be banned by the board, and by banning them. the temptation to see them would be taken away from a lot of teenagers.

A 15 year old boy didn't see anything wrong with violence in the movies nor did he want the Board to have the power to ban movies. We should be able to see the movies of our choice, said he, no matter what the Board thinks. Finally, a 13 year old lass said that the Board should not judge what movies youngsters should see, leaving it up to the teens themselves. A mother can tell her child what not to see, and taking along parents doesn't do anything about seeing pictures that are not acceptable.

Youth has spoken.

THE METROPOLITAN SCENE: Aside to Ed Seider—Thanks. . . . Plastic Egyptian crocodiles, winged vultures, scarabs, and Pharaoh on a throne are among the effects from "Cleopatra" being sent here along with paper mache lions, a wolf head, a reclining ram, and a plaster monkey with head-dress for the Hollywood Pavilion of the World's Fair. You would think with all the money that was spent on the film that they would have at least used real crocodiles, real monkeys, etc. Waitresses there will wear Chinese mandarin outfits. It seems legs are to be covered if liquor is served. The legs of the waitresses, that is. . . . "Yesterday, Today and Tommorrow" getting the screening treatment for the international press as well as for guests of the Italian Information Center. . . . Jerry Lewis retitling his current production from "The Patsy" to "The Patsy, or: How I Learned To Worry A Lot and Hate Show Business." Wonder when he's going to buy all those theatres he told us about last summer. . . . "Miss Dr. Pepper," alias Donna Loren, is in town to help plug "Muscle Beach Party." No, she's no relation to Sophia.

Col. Int. Latin Meet

NEW YORK—Columbia Pictures International convened a meeting of its sales and publicity representatives from 12 Latin-American territories last week under the direction of Mo Rothman, Columbia International executive vice-president. The meetings were held at the Santos Dumont Hotel, in Punta del Este, Uruguay.

Keyed to the theme of "Columbia Pictures' Biggest Year—Celebrating 40 Years of Service to the Industry—and It's Only the Beginning!," the Latin-American sales convention previewed upcoming product and planned sales policies and advertising-publicity campaigns.

The Columbia Pictures International contingent, in addition to Rothman, included Bernard Zeeman, vice-president and treasurer of Columbia International; Martin Blau, publicity manager; Arthur Peckoff, administrative manager; and sales executives Ed Levine, Robert Meyers, and Steve Roberts. Columbia vice-president Robert S. Ferguson also attended the meeting.

Lincoln Center Fiesta Welcomes Mexican Film

NEW YORK—Senoritas, strolling musicians, sombreros, and serapes will transform Philharmonic Hall, Lincoln Center, into a corner of Mexico, June 17-28. The 12 day fiesta, under the patronage of Miguel Aleman, former president of Mexico, will mark the premiere of Mexico's first "new wave" film, the award-winning "Yanco." The fiesta will commence each evening at 6 p.m. and conclude at midnight. There will be a total of 16 film showings during the 12 day period, with two showings an evening on weekends.

For the unique event, Philharmonic Hall will be turned into a colorful cabaret. The orchestra seating arrangement will be altered to accommodate 882 guests at 147 tables. The regular seating will remain in the loge, first terrace, and second terrace. Mexican paintings and folk arts will be imported to decorate the concert hall. Mariachis (strolling musicians) will play nightly before and after the film while the guests are dining.

The buffet supper, featuring such Mexican specialties as tacos, enchiladas and chile con carne, will be offered to guests who will have a choice of dining before or after the film showings. The food will be served by waiters dressed especially for the occasion in Mexican fiesta costumes; dozens of pretty senoritas, also in regional dress, will pass among the guests at supper with baskets of piping hot tortillas. Everyone will be invited to return to the buffet as often as he so desires at no extra charge. It will also be possible to attend the film showings and enjoy the entertainment without dining at Philharmonic Hall. Snacks and drinks will be available prior to the showing of the film.

The film, "Yanco," has received 16 international festival awards, including the Silver Medal at Melbourne and a Gold Medal at Berlin.

"Yanco" was premiered in Mexico simultaneously in 32 different cities, for the benefit of the "Children's Lunches" under the patronage of Senora Eva Samano de Lopez Mateos. The director of the film, Servando Gonzalez, and the cameraman, Alex Philips, Jr., have both won international acclaim for their work on "Yanco," and in 1958, Gonzalez was appointed co-ordinator for all documentary films in Mexico, a post he still retains. They have recently both been signed as a team for the new American film, "The Fool Killer," soon-to-be-released by Ely Landau, and starring Anthony Perkins.

As described by Jay K. Hoffman, the impresario, "Yanco" has no dialogue and utilizes special sound and photographic techniques to depict a boy's infatuation with music, which drives him and the people around him to the edge of the supernatural.

New Distrib Bows

NEW YORK—Announcement was made of the formation of a new motion picture distribution company, Consort/Orion Films. Organized to engage in theatrical, non-theatrical, and tv distribution for films acquired or co-produced in this country and abroad, the firm's first release is "The Night Watch" (Le Trou).

Principals of the new firm are R. M. Franchi and Marshall Lewis, who, for the past three years, have managed the Bleecker St. Cinema.

Mich. Allied Report Asks Exemption From Wage Law

DETROIT—A special Michigan Allied Bulletin reached all theatres in the state over last week end. It is strong, voluminous, deals with legislative subjects, and recites Allied's past, present and future roles. It includes a directory with names, addresses, and numbers of all State Senators and Representatives.

All exhibitors are being asked to use this immediately in connection with the eight minimum wage bills now pending. They range from $2 an hour to the Gordon Bill, which seems likely of passage. It is backed by Governor George Romney, Senate and House Labor Committees, and has already been reported out of the House Committee.

Due to the appearance of president Milton H. London and other exhibitors before 16 hearings held by the Joint Senate-House Interim Study Committee on Minimum Wages, "the committee made an honest effort," states the Allied Bulletin, "to write a minimum wage bill which would not have an adverse effect upon motion picture theatres."

Exempted are those under 18 and over 65; there are no minimum wages first 13 weeks of employment; businesses with three or less employees are also exempted. It provides for a $1 minimum in 1965, $1.15 in 1966, and $1.25 in 1967.

However, at no place in the text does it specifiically exempt employees of motion picture theatres.

While no immediate drastic results of passage of such a bill are foreseen, Allied fear is based on the circumstance that while minimum wage bills have been defated for over 30 years, now the principal has been accepted. Even as with income taxes, future legislatures may well up the ante.

Accordingly, the Bulletin warns in caps: "Don't be complacent because you think that that this minimum wage bill will not affect your operation. The only hope for the future is to get an industry exemption now for persons employed in motion picture theatres."

There follow a lengthy accounting of underlying reasons for industry exemption; statements of motion picture conditions, including that half of Michigan theatres have closed during the past decade; and the final point that the industry is one of the few exempted in the Federal Minimum Wage Act of 1961.

A report is given on recent activities, including efforts to prevent passage of a daylight savings bill which would have found some drive-ins opening at 10:00 p.m.

Another bill contains, "Any person who projects on the screen of a theatre, whether indoor or outdoor, or erects and maintains on the premises of any theatre or within sight of the on-the-premises patrons of an outdoor moving picture theatre, an advertisement for alcoholic liquor, or permits or causes the same to be done, is guilty of a misdemeanor."

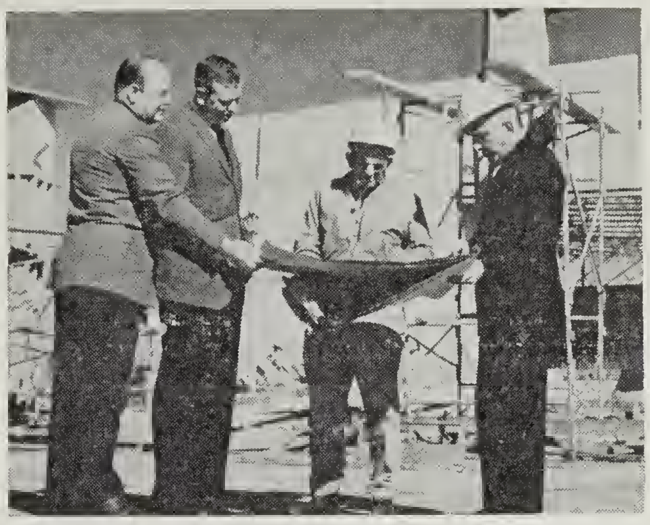
While this is not really a problem, the commotion this would cause and a "bad image" were feared. "Allied did not want to be placed in the position of defending beer or liquor advertising, but this bill had to be opposed on principal because it discriminates against theatres."

It records the finale of an eight-year struggle against a discriminatory water-cooled-air conditioning City of Detroit act. 48 Allied member theatres have received refund checks totalling over $200,000.

It also mentions national Allied-TOA cooperation, and calls attention to the free 1964 Oscar trailers.

The bulletin also includes the obituaries of two members of Michigan Allied, both of which have been reported in these columns previously. It was noted that families of the deceased were covered to the extent of $10,000 under Allied group insurance.

The Mich. Allied concern over enactment of a wage law that will not exempt theatres from its provisions echoes theatre operator campaigns in other parts of the country faced with similar problems.



Seen at the recent ground-breaking ceremonies of Wometco's new theatre in Boca Raton on Florida's "Gold Coast" were, left to right, Keith Hendee, area manager; Jack Mitchell, director of sales and promotion; Hugh Langford, job foreman; and Harvey Fleischman, vice-president in charge of construction and also district manager for the theatre.

N. Y. Variety Inducts

NEW YORK—Jack H. Levin, chief barker of Tent 35, announced that the following new barkers were inducted at the 15th anniversary luncheon of the Tent yesterday (March 17): David A. Weiss, Joel Samuels, John C. Payton, Jack L. Yellin, Morris Lane, Richard Graff, D. J. (Bud) Edele, Alfred I. Bloom, Martin H. Newman, Melvin L. Gold, Myron Saland, Phil Parisi, Sam Engelman, Gary Dartnell, Max A. Goldberg, Rudy De Blasio, Shelley Feldman, David Judson, George Hirschfeld, Lawrence A. Day, Lewis Thompson, Joseph Springer, Aaron Ray, Arnold Brown, Ben Dassin, Robert Sherman, Alex Arnswalder, Lou Allerhand, Neil Kerness, Jonas Rosenfield, Jr., Richard Lederer, Robert C. McNabb, Ernie Grossman, Edward W. Avery, and Abraham Suchman.

Levin also announced the formation of the following committees and their chairmen for 1964. The fund raising committee is chaired by Ed Finneran, aided by co-chairman E. David Rosen, Leonard Lightstone, and Howard Minsky. The sports committee is headed by Lee Koken and co-chairmen Mike Garone and Harold Roth. David Sanders is chairman of the welfare committee, and his co-chairmen are Burton Robbins and Ned Shugrue. Lewis Thompson and Morton Sunshine are co-chairmen of the public relations committee. Herman Schleier is in charge of arrangements for the tent.

Miss Cohen Boosts "Interns"

NEW YORK—Joella Cohen has been named special coordinator for Robert Cohn's "The NEW Interns," it was announced by Robert S. Ferguson, Columbia vice-president.

Decca Income, Earnings For 1963 Reach New High

NEW YORK—In the 1963 annual report of Decca Records, Inc., Milton R. Rackmil, president, advised the stockholders that consolidated net income and earnings per share for 1963 reached new highs.

Consolidated net income for the year 1963, including its subsidiary, Universal Pictures, Co., Inc., amounted to $6,800,364 equal to $4.45 per share on the 1,527,401 shares outstanding on Dec. 31, 1963. For the year 1962, such income was $5,615,281, equal to $3.68 per share on the same number of shares outstanding at the end of that year.

Regular dividends of 30 cents per share were paid in 1963, which was the 27th year of consecutive dividend payments by Decca.

Net income of the record division showed an increase over 1962, despite continuing strong competition for sales and talent in the industry and steadily increasing costs. Decca's new 55,000 square foot record manufacturing plant in Cornwall, Canada, commenced operations in January, 1964, and will add an efficient facility to its Canadian productive capacity.

Net earnings of the motion picture division were the second highest in Universal's history. In 1964, "Charade," co-starring Cary Grant and Audrey Hepburn, and "Captain Newman," starring Gregory Peck and Tony Curtis, were in division's first two major releases, and have already demonstrated that they will be among the industry's top grossing pictures of the year.

Rackmil looks forward with confidence to results from pictures scheduled for release during the ensuing months.

NCA Plans Meet Agenda

MINNEAPOLIS —Most current industry topics, including sales policies, terms, orderly release, clearance, availabilities, forced bidding, arbitrary withdrawals, showcasing, and 16mm competition, are down for discussion at the convention of North Central Allied Independent Theatre Owners scheduled here for April 8.

More
light
+
slower burn=
lower costs

NATIONAL
TRADE MARK
PROJECTOR
CARBONS

LONDON Observations

By Jock MacGregor

IRRESPECTIVE of who gets British Lion, 1964 is going to see many changes in British production. 20th-Fox, MGM, and UA, if all plans materialize, look like they will dominate the scene while several newcomers are preparing to chance their luck. I am particularly happy to learn that Maurice Wilson and his son, Ronald, after far too long in the limbo of second feature production, are blossoming forth with their most ambitious offering ever, a $700,000 "comedy with music for the young ones," "Every Day's A Holiday." To be directed by James Hill and produced by Ronald J. Kahn in color and 'scope, it will star John Leyton, Freddie and the Dreamers, the Baker twins, and many names from hit parade charts. Planned as a big, bright, bouncy, very much in-gear musical with the accent on comedy, it will be beamed at the teenage millions throughout the world but will have the lighthearted entertainment to make it appeal to adults. Unassuming Maurice may seem retiring, but those who know him well appreciate his very thorough knowledge of the industry and the active part he plays in many spheres behind the scenes. He will be executive producer, and Grand National will release.

HAVING GOT the George Brown production of "The Guns of Batasi," with Richard Attenborough, Jack Hawkins, Britt Ekland, and John Leyton, under way at Pinewood, Elmo Williams, head of 20th-Fox's European production, called a press conference to launch the $3,500,000 Todd-AO road show, "Those Magnificent Men in Their Flying Machines." And if that title isn't long enough for 70mm, there is the qualifying alternative, "How They Flew from London to Paris in 26 Hours-11 Minutes." This adventure comedy of the early days of flying and the 1910 international race between London and Paris will have an international cast headed (so far) by Stuart Whitman, Terry Thomas, Robert Morley, Alberto Sordi, Britt Ekland, and Fernandel. Five aircraft of the period are being built from photos and plans dug out of the archives of aviation. Though Elmo has every confidence that they will fly happily, he has nevertheless ordered three of each. Set up originally by director Ken Annakin and scriptwriter Jack Davies, Stanley Margulies has arrived to produce.

UA's BUD ORNSTEIN has wasted no time in getting the third James Bond on the floor. Following establishing and background material shot in America and elsewhere, director Guy Hamilton has started shooting night exteriors for "Goldfinger" for producers Cubby Broccoli and Harry Saltzman. Sean Connery again stars as 007. Shooting has also started on Sydney Box's "Rattle of a Simple Man," with Diane Cilento and Harry H. Corbett. Wife Muriel is directing, and Bill Gell, that highly knowledgeable distribution executive who has been behind various production promotions, gets his break as producer —a chance which I suspect he has craved for a long time. Good luck. Associate British-Pathe will distribute.

NEWCOMER to production will be Stanley Dubens, the artistes agent. He has a bid in for British Lion, and even if the trade has not taken it too seriously, he is serious about making films. Circumstances forced him to call a press conference before all contracts are signed, but he plans two top features for this year. First will be a Michael Carreras large budget production to be based on the strip character, "Modesty Blaise," who since her appearance in the Evening Standard last year has gained a considerable following and is being syndicated to many countries. The second picture, "Berlin Booby," has been scripted from Frank Cucci's novel. . . . On the phone came Euan Lloyd to say that he had resigned as vice-president in charge of global advertising and publicity for Carl Foreman's Highroad Productions to resume his own production plans, which he interrupted in 1962 to take up this position. He will leave for Hollywood in June to prepare a Jack Davies subject.

BETTY E. BOX's "Hot Enough for June" has opened at the Haymarket Odeon in weather cold enough for March. This tongue-in-cheek cloak and dagger comedy adventure not only takes a bit of the mickey out of James Bond, but also seems to try to get aboard the 007 bandwagon. I blinked at the press advertising which to some appears to be based on the "Russia With Love" campaign displays, but to others is "in similar mood." Starred are Dirk Bogarde and a gorgeous new continental import, Sylvia Koscina. Since Betty was the first to introduce me to Brigitte Bardot, Mylene Demongeot, and Claudia Cardinale I think we can say she has done it again! Talking about the cold March mornings, the sample of "The Long Ships"—Quaker Oats tieups has provided some warming breakfasts. Some 2¾ million packs have gone out bearing details of the contest which Columbia arranged for the Irving Allen release. Luxury vacations in the land of the Vikings are offered. Newspaper tag lines, posters, window displays at thousands of stores, and a "Long Ship" street float will back the promotion. The film has opened big and been retained in all initial bookings despite a press as savage as any scene in it. This, with "Dr. Strangelove" and the "Yum Yum Tree"—"Women of the World" unit program, has given Columbia a terrific start to its 40th anniversary year. . . . Should you see a decidedly happy, rotund, rather obvious Englishman hiding behind the bushiest of moustaches around Broadway, it is pretty sure to be Bill Maelor Jones. He runs an art house commercially at Oxford, and commercial houses equally successfully elsewhere. The reason for his visit is Crusader Films, a distribution company which he launched recently with marked success and for which he is seeking product. He is staying at the Park Sheridan from March 25.

Wisberg-Weston Prods. Plans Exploitation Films

NEW YORK—The production of an initial package of 13 science fiction and action adventure exploitation films in the next 18 months was announced by Aubrey Wisberg and Jay Weston, for their newly-formed Wisberg-Weston Productions.

Four of the films will be filmed in and around New York; two in Hollywood; two in Puerto Rico; and five in the Bahamas as co-productions under the Eady Plan. All financing for the films has already been secured from private sources.

One of the major tv station groups has been dickering with the new production syndicate to obtain television rights for its stations after the initial theatrical release. For this privilege, the tv group has agreed to come in on the financing of a second group of 13 features now being prepared.

All of the screenplays have already been written by Aubrey Wisberg, who has some 40 major motion pictures to his credit. Jay Weston is a long-time public relations counsel for Cinerama and other film interests, who recently entered the production field. Headquarters of the company is in New York City, at the present facilities occupied by Weston Associates, Inc.

The initial four science fiction films to be produced are "Target Minus 40," "Panic At 1075," "The Moon Complex," and "Syndrome."

Pictures of this exploitation variety are expected to be a bonanza to product-hungry tv station groups in the next few years, as the supply of other films dries up. It is expected that the films will be made available to these tv stations after an initial 18 months of theatrical release in the U. S.

"Lady" Set For Canada

TORONTO—The Warner Bros. production of "My Fair Lady," starring Audrey Hepburn and Rex Harrison, will have its Canadian premiere on Oct. 28 and will open at leading Famous Players theatres in six Canadian cities from coast to coast before the end of the year, it was announced by Haskell M. Masters, Canadian general manager for Warner Bros., and Reuben Bolstad, president of Famous Players Canadian Corp. Ltd.

The announcement stated that "My Fair Lady" will open Oct. 28 at the University, Toronto, Allouette, Montreal, and Stanley, Vancouver, with subsequent openings to take place on Nov. 5 at the Metropolitan, Winnipeg, and Paramount, Edmonton, and on Nov. 19 at the Nelson, Ottawa.

Bell To Reade-Sterling

OAKHURST, N. J.—The appointment of Arthur E. Bell as controller of Walter Reade-Sterling, Inc., was announced by Edwin Gage, administrative vice-president, secretary, and treasurer.

Bell joined the company after five years with ABC Vending, where he held the same position. Previously he was employed in the treasurer's division of the Du Pont Company, in Wilmington, Del., and prior to that for 13 years with RKO Theatres as assistant treasurer.

He fills a post vacated recently by the resignation of Seymour J. Smith.

ALBANY

Gene Ganott, for years associated with Fabian Theatres as assistant manager and manager in Schnectady, is now manager of the Hellman. . . . The Palace held the closed circuit TV of The Beatles at two matinees at $2 general admission. . . . SW Strand presents a "Cinderella" and "Pinocchio" stage show sponsored by Pepsi Cola on the afternoon of March 30 with admission 75 cents for children and $1.25 for adults. . . . Mohawk, 950-car drive-in operated by Fabian, reopened March 20. . . . SW Delaware had a benefit premiere of Warners' "America, America" for St. Sophia Church's Building Fund and star Stathis Giallelis appeared in person. . . . The Ritz presented two performances of a Burton Holmes' travelogue. . . . Cigarette vending machines must be posted with signs stating "Sale to persons under 15 prohibited by law" according to a bill introduced by Senator Edward J. Speno, Long Island Republican. Present N. Y. State law forbids the sale of cigarettes to those under 18, but it apparently is not enforced.

ATLANTA

Mrs. Charles Lester, wife of Charles Lester, southern division of National Screen Service, died at her local home after a long illness. . . . Burglars took $178 from the manager of the Fine Art, Kannapolis, N. C. . . . James H. McCarthy, former manager, Warner, Memphis, Tenn., suffered a fatal heart attack at the Capital, Madison, Wis., where he had been manager since 1954. . . . Mrs. Gene DeMont has been elected president of the Knoxville, Tenn., Better Films Committee. . . . The Belmont, Belmont Hill, Ga., purchased by Martin Theatres from James Ward, is being remodeled. . . . The Paramount, Montgomery, Ala., is being remodeled. . . . Mid-Tennessee Amusement Company announced that the completion of a 530-car drive-in two miles from Manchester, Tenn., on Highway 41 is expected by mid-April. . . . Charles "Chuck" Yawn, a native of Florida, is the new manager of Martin Theatres' Strand, Athens, Tenn.

BUFFALO

Ed Miller booked The Beatles closed circuit television concert for the Paramount March 14 and 15. There were two performances each day, starting at 12 noon and 2:30 p.m. . . . Nate Dickman, telethon chairman, and Tom Fenno, chief barker of Tent 7, Variety Club of Buffalo, announced that collections at this writing are nearing the $100,000 mark. It was said to be the first telethon in American TV history to receive a greater pledge total the second year than the first year. The job of following through on pledges is being handled by Harry Berkson, Tony Kolinski, Myron Gross, and the Women's League of Variety. . . . Chairman Jim Hayes of the 37th annual Variety International convention, to be held in Buffalo, announced that "Camelot" with Howard Keel will be the convention attraction at the Melody Fair Tent. This is an added feature for convention delegates and their families.

CHARLOTTE

The Wake County Commissioners at Raleigh, N. C., adopted a Sunday blue law which, among other things, provides that theatres, amusements and sports events for which a charge is made may start only after 1 p.m. on Sunday. This does not apply to an event that is in progress "at Saturday midnight."

Jack Zide, chief barker of Variety Club of Detroit, Tent Five, recently presented a bronze plaque to Irving Goldberg, right, honoring him for his leadership of the Tent the past four years.

CHICAGO

Herb Lyon, Chicago Tribune columnist, reports in his Tower Ticker that "the B and K chain grabbed the March 14-15 theatre telecast of a Beatles 'concert.' It'll run at the State-Lake, Uptown, and Congress and probably draw more than Clay-Liston." All seats were sold at $2, on a non-reserved basis. . . . "The Cardinal" at the Woods will be held over until Easter week, according to Ralph Smitha, manager. Sam Meyers, owner of the Teatro del Lago, Wilmette, Ill., has booked the film for a four weeks' run beginning April 2. . . . Pepsi-Cola General Bottlers, Inc., report record sales of $33,696,326, up 3 per cent from 1962 volume. Profits totaled $1,236,475, equal to 82 cents a share, compared with $1,256,067, or 83 cents a share in 1962. The company said that increases in selling prices and the introduction of a new product, Diet Cola, were major factors in improved earnings for the second half. First half results had been below normal due to a four-week strike of most bottlers in the Chicago area and increases in the cost of labor and sugar. . . . NAC reports a total of 43 booths have already been reserved by exhibitors for the 1964 Motion Picture and Concessions Industries Trade Show, co-sponsored by National Association of Concessionaires and Theater Owners of America. The trade show will be held in Chicago Sept. 28-Oct. 1. Spiro J. Papas says, "Early indications are that a quick sellout can be expected." Papas, Alliance Amusement Company, is NAC's exhibit chairman for 1964. The record of 127 booths on display in the 1963 show is expected to be exceeded this year. . . . Esquire grosses for the first two weeks of "Dr. Strangelove" have set a 27 year record. . . . R. B. Andrus, president, Modern Films, Vancouver, B. C., was a recent visitor of Erwin Joseph, Independent Film Distributors. Joseph at last report was at Michael Reese hospital for a medical examination. . . . Trails Amusement Company has been formed by B. A. Pitler. . . . Stanford Kohlberg, Kohlberg Theatres, and Dave Friedman are in Sarasota, Fla., working on their next color film, "Color Me Blood Red.". . . . Chicago Tribune has issued its March film, "Camp Century," under its film series, Screen News Digest. The film is one of many such films distributed free to Chicago area high schools as a public service. . . . Al Borde, veteran theatre booking agent, has been named to book acts for the newly formed Aragon Amusement Theatre, recently taken over by the Brotman-Sherman Circuit. . . . Angie Dickinson did the press rounds with Universal's press agent, Ben Katz, to boost her newest film, "Captain Newman," opening March 20 at the Chicago. . . . Bob Radnitz, producer, will visit the press here March 31 for an invitational exhibitor screening of his film, "Island of the Blue Dolphin." . . . Ross Hunter, producer, was here to advance sell his "Chalk Garden." . . . Marbro theatre, a 3,000 seater, has been closed by Balaban and Katz after the special show put on for the Liston-Clay fight on closed circuit tv. It is reported that the theatre site will be used for a parking lot. . . . Shore theatre on Chicago's south side has been closed. Reports say the closed house will be used for mercantile business. . . . Sheridan Drive-In has a new slogan, "From Sunset to Sunrise." Features of a recent week-end: Four films and free coffee and donuts to all late comers. . . . Oscar Brotman Circuit awarded U. S. Treasury Bonds to employees who had performed outstanding services to the patrons of the various theatres in the circuit. Honored were Barbara Cohn, Loop; John Butkovich, Carnegie; Bill Adkins, Hillside; Merrill Boehm, Oasis Drive-In; William Ferra, Dragon Amusements; and Lorraine Howaniec, secretary of the general offices. . . . Kathy Kohlberg, daughter of Saul Kohlberg, Kohlberg Circuit, announced her engagement to Gerald Polansky. . . . L. Cusco has organized Leslie Theatres, Inc. . . . Herb Lyon, columnist for Tribune, reports that "Cleopatra" will be removed from circulation here until May 29, when it will open at a dozen outlying houses in the smaller 35mm prints, including, perhaps, one Loop house. . . . Jack Hunt, 74, who died recently in Sarasota, Fla., is being mourned by film row. Hunt managed the State-Lake and Oriental during their "glory days." Ray Carsky, his son-in-law, was a former executive at Balaban and Katz.

CINCINNATI

It is comforting to Nora Davis, secretary for Cincinnati Theatres, and her loyal supporters on Film Row, that at last the nation is becoming aware of the poor conditions of the mountain people in Kentucky and West Virginia. Because of newspaper publicity, area citizens this past week have been pouring aid into the mountainous areas to ease to some extent the needs of the people. But it was Nora who long ago became aware of the conditions, and through her efforts, Film Row has been supplying what it could. Contributions are sent to the Falmouth, Ky., firehouse, and firemen on their days off distribute clothing and food. Film Row feels better now, knowing it is not alone in helping to relieve the unbelievable poverty existing in the mountain areas. . . . Ruth Lyons, star of WLW-TV "50-50 Club," has been presented Variety Tent Three Humanitarian Award for her philanthrophic work in area children's hospitals. The fund originally set up to give each sick child in a hospital a toy has grown through the years. Today, the fund not only supplies toys for all children confined in recipient hospitals, but also supplies needed equipment for those area hospitals operating on very stringent budgets. . . . Angie Dickinson was in town to promote "Captain Newman, M.D.," which is due here soon. She appeared before tv cameras, made recordings, and was an interesting guest at the press luncheon. . . . Mario Ghio, Paramount publicist, was here to arrange promotions for the "Fall of the Roman Empire," scheduled for early spring. . . . Fay Brown is new 20th-Fox ledger clerk, succeeding Joyce Gilley, resigned. . . . "How the West Was Won" bows out of Dabel, Dayton, O., after a 34 week run to make way for "Mad, Mad, Mad, Mad World," opening March 25.

COLUMBUS, O.

"Cleopatra" opens a non-reserved seat dual run March 18 at the New Main, East Side house operated by Frank Yassenoff, and the Beechwold, North Side theatre operated by the Academy-Neth circuit. . . . West Fifth Avenue auto theatre was closed for a week for repairs to the screen which was damaged in high winds. . . . Robert McKinley, assistant manager, Loew's Ohio, is relief manager for Loew's in Providence, R. I. He is subbing for ailing manager Bill Trambukis. . . . Arthur Godfrey and his horse Goldie are appearing March 20-22 in a horse show at Ohio State Fairgrounds Coliseum. . . . "My Fair Lady" will open the summer stock season of Kenley Players here June 9 at Veterans' Memorial. . . . Associated Theatres of Cleveland announced the construction of a new 1000-seat indoor theatre, the Northland, in the Northland shopping center in northeast Columbus. Opening date is Aug. 15, when stores in the huge new center will be opened. This is the first indoor theatre to be built in the Columbus area in nearly two decades. The Northland will be equipped for all projection systems and will be the first U. S. theatre to install a new type of seat which adjusts to body position. Fine said one or two additional shopping center theatres may be built by Associated in the Columbus area.

DALLAS

The annual Trans-Texas stockholders and directors meeting was held here by Trans-Texas Theatres. In addition to studying reports on last year's business and the prospects for 1964, the annual meeting elected Mrs. Earl Podolnick, wife of the president of Trans-Texas, to the board. Mrs. Podolnick is the former Lena Novy, daughter of the founder of the circuit. . . . In cooperation with the Village and Wynnewood, radio station KBOX is conducting a test to find the "kookiest" teenager in Dallas. The contest is part of the promotion for the new Walt Disney picture, "The Misadventures of Merlin Jones." The contest winner will receive a theatre party for 12 with dinner at the Holiday Central Inn, plus the privilege of doing a turn as a disc jockey at KBOX, and other prizes. . . . The world premiere of the new Samuel Bronston-Cinerama-Paramount "Circus World" may be at the Capri here about June 17. Earl Podolnick, president, Trans-Texas Circuit, spoke with Sid Cooper, Cinerama general sales manager for the United States and Canada, concerning the premiere showing. The film would also be shown at the Capri in El Paso, Tex., and the Windsor Cinerama in Houston the following day. . . . Richard A. Smith, president, General Drive-In Corp., was here for the opening of the new Cinema in the Big Town Shopping City. This was the second theatre to be opened here by the circuit. The first was one of the same name in Austin. Plans call for another theatre to be built here by General Drive-In at another shopping center. . . . J. C. McCrary is back in the city and has joined the Heywood Simmons booking office and Parade Pictures. . . . Fred Beiersdorf, Jr., is manager of the Dallas exchange of Harlequin International Pictures, covering Texas, Oklahoma, and Louisiana. . . . The Texas Drive-In Theatre Owners Association convention in 1964 will be held starting on a Sunday instead of on a Tuesday as during the past 12 years. . . . The Capri has inaugurated a new policy for children's reserved seat tickets at $1 for the Cinerama roadshow engagement of "It's a Mad, Mad, Mad, Mad World." Children may attend all but the Saturday night performances at this price. . . . H. B. Palmer, veteran theatreman who has been with General Drive-In Corp. for several years, has been named general manager of the company's Texas operations and will make his headquarters in Dallas.

Annette Funicello, who was in Cincinnati to promote "The Misadventures Of Merlin Jones," was greeted at the airport by Odis R. Owens, top, manager, Keith's, and Buena Vista manager William Brower.

DETROIT

In Bloomfield Township, Mich., Redstone Theatres of Boston, Mass., has completed the transaction for the tract of land, and city authorities have now issued the permits for Cinema I and Cinema II. Located at the corner of Northwestern and Telegraph Roads, they have been previously announced as contemplated, and are to be 1100 and 750 seaters with a common lobby. Completion is expected by fall.

In Grand Rapids, Mich., the Our, built in 1928 by Herbert B. Boshoven and Grovner Willer, has been sold for a reported $42,000. The building also contains stores and offices. The purchaser is the Civic Theatre, an amateur theatrical group. Herbert R. Boshoven, son of one of the builders, recalls the Our was the first in its area to lay carpeting, put in aisle lights and springbottom seats. Boshoven, Sr., also operated the Liberty, Madison, Burton, and at one time had a circuit of a dozen. The Our was leased to B & J (Butterfield and Johnson) Theatres in 1930. On the death of his father in 1940, Boshoven, Jr., took over the house. Business declined after 1950, 50 per cent of income coming from building rentals. In recent years, operation has been sporadic, the present tenant showing double and triple bills weekends. Civic plans spending $50,000 on remodeling including enlarging stage, cutting seating capacity from 700 to 500, and utilizing all space formerly leased. . . . TV has taken another huge gulp of theatrical film fare into its bottomless maw. ABC's WXYZ-TV announced it was shelling out $2,225,000 for 555 features from seven suppliers. . . . Wisper & Wetsman's Dearborn has a new manager in veteran Tom McGuire.

HOUSTON

Art Katzen, city publicist for Interstate Theatres, was in the Methodist Hospital for a checkup. . . . Paul Hochuli, amusement editor of the Houston Post, is improving steadily from his stroke. He is receiving therapy treatments at Bellaire General Hospital. Hochuli still is unable to have visitors. . . . Houston and Dallas will have the first bookings of Warner Bros. "PT 109" in the nation at 16 theatres in the two cities starting on March 19. . . . Allright Auto Parks, Inc., has announced the purchase of the Iris and Rivoli. The buildings will be razed when the lease expires Oct. 31, 1965, and the lot used for a parking area. Fred Cannata, manager, declined to comment on the future of the Iris and Rivoli. He said the Iris lease expires in June, 1965, and the Rivoli lease in October, 1965. The theatre's property, about 32,000 square feet of land, was purchased from Mrs. Minnie B. R. Davis of the House Estate. The Iris has been in continuous operation longer than any other theatre in the city. Built in 1917 as the Travis, it was operated as a musical comedy and burlesque house catering to soldiers stationed at Ellington and Camp Logan during World War I. In 1918, it was bought by the late Will Horwitz, who renamed it the Iris in honor of his daughter, and ran it as a motion picture theatre. It became the hub of the Horwitz chain which at one time operated as many as five theatres. The Rivoli is a much newer theatre, and has an even more checkered career. Built during the depression by day labor to spread the much-needed work around, it was opened in 1935 as the Uptown.

Hollywood motion picture star and singer Dean Martin flew into Houston for his first visit. Martin visited the Tidelands Club, where he saw the floor show highlighting Molly Bee and Glen Ash. . . . Veteran movie star Pat O'Brien flew in from Dallas for a brief visit with local friends. O'Brien appeared at the Dallas Statler Hilton Hotel. . . . Ray Boriski, owner, Alray, has booked a number of old films for showing. He is placing in an old fashioned theatre piano for the occasion and will dress up the Alray to fit the occasion. Among the films to be shown are "The Eagle," a 1926 film featuring Rudolph Valentino, Vilma Banky, and Louise Dresser; four Chaplin films from 1914-15, "The Tramp," "The Paper Hanger," "Triple Trouble," and "Shanghaied," and Mack Sennett's "Cured in the Excitement."

JACKSONVILLE

A large gathering of members of the Florida State Theatres Employee's Federal Credit Union attended the group's annual shareholders' meeting in the local Studio. French Harvey, FST concessions chief, presided over the meeting in the place of Peyton T. Bailey, former credit union president, who resigned when he moved from the city. Named to the board of directors were Robert Heekin, district supervisor; Dorothy Zeitlinger, warehouse statistician; Marty Shearn, Center Theatre manager; Edwina Ray, home office worker; and Harvey. Mrs. Zeitlinger was reelected treasurer, and Miss Ray won another term as secretary. Elected as members of the credit committee were Franklin Frady, Florida Theatre projectionist; Iva Lowe, San Marco Art Theatre manager; and Edna Edwards, home office worker. Mrs. Zeitlinger gave a report on the financial affairs of the expanding credit union and revealed that a dividend of four-and-one-half per cent had been declared for shareholders in 1963. . . . Mr. and Mrs. John LaLonde, Jr., and their son James have taken over the operation of the Topper, Folkston, Ga., which had been closed for several months. They also operate a theatre in Kingsland, Ga., on weekend dates. . . . New owner of the Roosevelt, Miami Beach, is Ernest Stern. It was formerly operated by Marty Caplan. The Triangle Theatre Service of New York is booking the Roosevelt. . . . Milton Fennemore has taken over the booking and buying duties for his Arcadia Drive-In, Arcadia, formerly booked by the Enterprise Booking Service of this city. . . . Ed Chumley, former local Paramount manager, is managing the Islander Drive-In, Key West. . . . W. E. McClure, Universal manager, returned from a regional company sales meeting in Atlanta. . . . Walt Meier, manager, downtown Florida, opened with "Lawrence of Arabia" at regular prices. In previous engagements at the Center and the Edgewood last year, it had been shown at advanced prices only. . . . Patty Hart, teenage daughter of WOMPI Mary Hart, who recently won a trip to Washington, D. C., as a scholarship award, returned home with some fine memories. Rep. Charles Bennett of this city escorted Patty to the floor of the House; she was a luncheon guest of Florida Senators Spessard Holland and George Smathers in the Senate dining room; she met Sen. Ted Kennedy of Massachusetts; and she saw President Kennedy's widow during a visit to the Arlington National Cemetery.

MIAMI, FLA.

The N.Y. World's Fair will be the site of the annual Wometco Enterprises, Inc., stockholders' meeting on Monday, April 27, was the announcement of president Mitchell Wolfson. The stockholders will meet initially in the Midway Motor Hotel in Flushing, adjoining the fair grounds. Following the business session, all attending stockholders will be furnished with tickets to the World's Fair and the Florida Exhibit. Transportation will be furnished to the Florida Exhibit for stockholders to attend the "Fabulous Florida Live Porpoise Show," operated by Seaquarium Show, Inc., a Wometco subsidiary. Stockholders will also inspect the vending installations throughout the three-acre Florida exhibit. These vending machines and a sherbet and fruit ice bar will be operated by another subsidiary, Wometco Vending of Jacksonville, Inc. . . . For the world premiere of "Man's Favorite Sport?" at Florida State's Olympia, Beach, Gables, and Shores, star Paula Prentiss was kept busy with personal appearances on radio, television, department store luncheons, sports events, etc. . . . Statewide, contests were held in Jacksonville, Orlando, Tampa, St. Petersburg, Sarasota-Bradenton, Daytona Beach, Pensacola, and Mobile to find "Florida's Favorite Girls." Tie-ups were made with model agencies, etc., and radio disc jockeys gave frequent radio spots to the search. The girls finally chosen were guests of Universal at the Montmartre Hotel and participated in the world premiere activities for the film. Florida's Top "Favorite Girl" was offered an all-expense seven-day trip to New York to attend the World's Fair and other events.

MEMPHIS

In Arkansas, J. K. Jamison has opened the Ken, McCorory, and Joy, Bald Knob. . . . Star Lite Drive-In, Gassville, Ark., has reopened, and Jack Braunagel began operation of Dixie Drive-In, Hope, Ark. . . . Skylark Drive-In, Pocahontas, is now open for weekend operation. . . . Glove, Drew, Miss., under the management of Jack LeMaster, has reopened, and Mrs. Genevieve Lovell reopened Lake Drive-In, Sardis, Miss. . . . D. M. Reedy has opened Joy, Pontotoc, Miss. . . . Skyvue Drive-In, Savannah, Tenn., began running, and the Savannah closed. . . . Miss Lois Evans, Film Transit, was hostess to the February meeting of WOMPI. The meeting was held in the Evans' home. Miss Jessie Rae Lucy, Malco Theatres, presided over the business session. Members concluded a drive to collect costume jewelry to be sold in the Goodwill Industries Stores for the benefit of the handicapped. . . . Memphis Better Films Council held its February meeting at the Beethoven Club. Mrs. James Fay Hall, president, presented a musical program. Mrs. Cleve Read, film reporter, announced the Council had selected "Kings of the Sun" as the Best Family Movie of the Month, and "Tom Jones" as the Best Adult Movie of the Month. . . . Miss Mary Margaret Smith, petite brunet, is reigning as "Miss Variety of 1964." In the contest sponsored by the local Variety Club, she won the title in a contest containing 71 entries. Serving on the contest committee were Dan Coursey, branch manager of 20th-Fox, Variety chief barker, and Watson Davis, Fordyce Kaiser, and Eli Arkin.

Nate Milgram recently purchased, remodelled ,and reopened the State, Nanticoke, Pa. Seen cutting the ribbon is the Mayor of Nanticoke, with Al Milgram standing second from the right.

NEW HAVEN-HARTFORD

United Artists-Stanley Kramer's "It's A Mad. Mad, Mad, Mad World" has its Connecticut premiere March 25 at the Lockwood & Gordon Cinerama Theatre. The deluxe showcase closed down March 15 for 10 days of redecorating and renovating under Hartford resident manager Mannie Friedman's supervision, plans including new seat cushions and backs plus installation of booth equipment. Friedman will host a press preview March 24. . . . Twentieth-Fox's "Cleopatra" has its Hartford premiere March 25 at Loew's Palace. Local engagement is to have a 35mm print. . . . Lockwood and Gordon's Norwalk Drive-In has new electric in-car heaters. . . . C. James Lawler, son of Cinerama Theatre's Carroll Lawler and Mrs. Lawler, has been elected Worthy Chaplain of the Carnegie Tech Chapter of Alpha Tau Omega at Carnegie Institute of Technology, Pittsburgh. He is an architectural major. . . . Groton's Zoning Board of Appeals has granted a height variance, paving the way for construction of a hard-top theatre at the eastern end of the Groton Shoppers Mart in that New London suburb. Groton Shoppers Mart, Inc., some months ago announced that Stanley Warner had tentatively agreed on plans for an 800-seat theatre. Groton has been hard-top theatre-less since shuttering, six years ago, of the Groton Theatre. . . . Connecticut Superior Court Judge Palmer has named Middletown attorney Robert L. Hurney as receiver for the Capitol Theatre property in Middletown. Appraisers will assess the theatre value and decide on a figure by vote. Court action was taken because of a suit against the theatre by Salvatore Saraceno and others, charging that assets are being wasted and that no rent is being collected on theatre use by present tenant, Nicholas Saraceno Corporation. Hurney is to serve as receiver until legal matters are resolved in court. . . . Springfield, Mass., real estate man Irving O. Freedman has disclosed plans for a $5 million regional shopping center, to include a motion picture theatre, on 56 acres of land along the Boston Road here. Just what firm will operate the theatre is yet to be determined. . . . H. Viggo Andersen, amusements editor, Hartford Courant, and Allen M. Widem, amusements editor, Hartford Times, will chair a panel discussion on motion picture censorship at the University of Hartford April 7. . . . Sperie P. Perakos, vice-president and general manager, Perakos Theatre Associates, New Britain, is first Connecticut theatre executive to assign a police officer to a theatre parking lot. The officer is on duty at night in the free parking lot to the rear of the first-run Palace, New Britain. Initial public response is most encouraging. . . . Ray Dodd, Jr., is new on the house staff of the American Theatre Corporation's Capitol, New London first-run.

NEW ORLEANS

MGM held a product meeting in the Green Room of the Jung Hotel under the direction of Herbert Bennin, southern division manager. Attending were Terry Turner, public relations man; Andy Sullivan, MGM home office; and Judson Moses and Tom Baldridge, regional publicity and advertising representatives from Atlanta. H. A. Arata, local branch manager, was host. . . . Pete Autie closed the Joy, Melville, La., temporarily. . . . 24 prints of the Liston-Clay fight were in use by 20th-Fox to take care of territory saturation playdates. . . . A. L. Royal Theatres announced that the Meridian, Miss., Drive-In would reopen March 29. . . . Gulf States Theatres have added to their operations the Trindgas, Ft. Walton and Florida Drive-In, Shalimar, Fla., formerly owned by J. P. Tringas and son. . . . T. G. Solomon's Lyric, McComb, Miss., is open again after being dark for many months. It is on week-end operation. . . . J. P. Serio reopened the Century, Morganza, La., for week-end operation. . . . Lorraine Moss is the new secretary at Exhibitors Cooperative Service, succeeding Mrs. Betty Murray, resigned. . . . Milty, 12-year old son of Mamie and Milton Dureau, is recovering from a dog bite. . . . E. E. Shinn, Paramount salesman, returned to work after a protracted illness and recuperation from surgery. . . . Mrs. Fern L. Randall has reopened for week-ends the Fern Drive-In, Woodville, Miss. . . . The Variety Ladies recent luncheon and card game was well attended. . . . WOMPI and guests gathered at the Smokehouse Restaurant for their monthly dinner meeting.

PHILADELPHIA

Universal salesman Dick Melvin is retiring after 18 years. He is going to the West Coast to be with his son, who is in television. . . . Harry Brillman, booker, Ellis Theatres, collapsed in the corridor of 1225 Vine Street and was hospitalized. . . . Harry Abbott, treasurer, Local 307, IATSE projectionists' union, was in Fitzgerald-Mercy Hospital. . . . Three masked gunmen held up five maintenance workers at the Goldman and escaped with approximately $2,700. . . . John (Whitey) Salwak, National Screen Service shipper, returned to work following an operation. . . . James R. Velde, United Artists vice-president, conducted a two-day sales meeting here. Accompanying him were Al Fitter, UA assistant general sales manager, and Eugene Tunick, the company's eastern and Canadian division manager. Eastern division branch managers attending were Burton Topal, Boston; Robert Friedman, Buffalo; Jack Finberg, Cincinnati; Sam Oshry, Cleveland; Morris Weinstein, Detroit; Albert Glaubinger, Philadelphia; and Edwin Bigley, Washington. . . . ASCAP gave a cocktail party for guests attending the Music Educators National Conference at the Penn Center Inn. Stanley Adams, president of the performing right organization, was host. . . . Elmer Hollander, who heads 20th-Fox's art films subsidiary, was in to meet with area exhibitors and local branch manager Sam Diamond at a screening of the company's "La Bonne Soupe." . . . Edward Heiber, American International division manager, was in Pennsylvania Hospital. . . . Joe Redanauer, New Jersey Messenger Service, was in Cherry Hill Hospital for an extensive check-up. . . . Meyer Adelman, president, States Film Service, is on a trip to Cleveland, Cincinnati and Indianapolis. . . . Stanley Adleman, Victoria Shipping Services, Ltd., was on a trip to Western Canada.

PORTLAND

Ed Fessler, former Mobile, Ala., theatreman, is in Portland conferring with Fred Hodges, Cinema 21 manager. Fessler is the brother of Martin Foster, who operates both Cinema 21 and the Fine Arts, art and quality product theatres, here. Foster has his headquarters in San Francisco. . . . Fox-Evergreen Theatres, National General subsidiary, booked The Auditorium here for four performances of the closed-circuit telecast of The Beatles for March 14 and 15. Tickets sold at $2. . . . The Portland Reporter suspended publication after announcing previously a lack of funds. An immediate campaign to raise $100,000, sufficient to carry the paper to June 1, was launched. Donations and pledges, including a loan of $25,000 each by two businessmen, made it possible for the paper to resume publication.

Beatles on the loose? Al Plough, manager, SW Stanton, Philadelphia, dressed these four models in Beatles fashions and had them on central city streets beating the drums for his playdate of Allied Artists' "Soldier In The Rain." The signs read: "For the next best thing to us—see 'Soldier In The Rain'."

CLARK TRANSFER INC.

829 N. 29th St.
Philadelphia, Pa. 19130
CEnter 2-3100

1638 Third St., N.E.
Washington, D. C. 20002
DUpont 7-7200

PROGRESSIVE ELECTRIC CONSTRUCTION CO. INC.
240 N. 13th ST. • PHILADELPHIA 7, PA.
Theatre Installations and Maintenance

ST. LOUIS

George F. Reilly, former MGM city salesman, died. . . . A. Ray Parker, owner, Broadway Drive-In, and a former mayor of Brentwood, has been appointed by St. Louis County Supervisor Lawrence K. Roos as a trustee of the Metropolitan St. Louis Sewer District, subject to approval by the county circuit court. . . . Attending the Show-A-Rama in Kansas City from St. Louis area were Frank Plumlee, Bill Williams, Jim James, Noah and Wes Bloomer, Tom Williamson, Richard Wright, George Kerasotes, Dave Jones, Ed Metzger, Jack Keiler, Louis Jablanow, H. E. McManus, Mr. and Mrs. Lester Kropp, Mr. and Mrs. Ron Krueger, and Mrs. Paul Krueger. Branch managers attending were Ed Stevens, UA; Jerry Banta, MGM; Ralph Hacker, AA; Hal Walsh, Warners; and Herman Gorelick and George Cohn, Crest. . . . The 4-Screen Drive-In has opened for weekends, and the Broadway Drive-In is opened for the season.

SAN ANTONIO

Roy Moore, Jr., city manager of the three Gulf State Theatres, Inc. drive-ins, has announced that Tom McDaniel will take over duties as manager at the Lackland Drive-In, succeeding Wes Holstine; Don Taynes will replace Jimmy Bates as manager of the Kelly Drive-In; and Jimmy Arriola will succeed Jimmy Powers as manager of the Park-Air Drive-In. . . . Charlie Wolfe, city manager, Stanley Warner of Texas theatres in the city, and manager of the Prince, is installing a new marquee at the downtown theatre, part of a modernization program. . . . Police were investigating the theft of movie equipment valued at $400 from a truck parked on a city street. Mat Hitzfelder told police he left his truck unlocked after parking it. He said thieves took two projectors and several smaller pieces of equipment. . . . Burl Lovelace, with Allied Artists Pictures in Dallas, was in on a visit. He formerly attended the San Antonio Junior College back in 1930. . . . Services were held in New Braunfels, Tex., for Carl Milentz, 76, a long time theatre man. His last operation was the Cameo, San Antonio. He previously operated theatres in Columbus, Eagle Lake, and Daisetta, Tex. . . . In what is believed to be the largest single mortgage transaction ever recorded in Bexar County, a $7.3 million check was turned over to Ansley Mortgage Co., for owners of the North Star Mall, local shopping center. Purpose of the loan is to take up the balance of the original loan to the mall, about $3.5 million, to take up a temporary loan used for the recently completed expansion of the mall, and to provide funds for a 20,000 square foot future addition to the mall. The addition, to be built within six months, will house a Cinema that will have two auditoriums and a central lobby. . . . Hollywood cowboy Rex Allen, star of the San Antonio Livestock Show and Rodeo, was signed for a return engagement at the San Antonio show in 1966 after settin a new attendance record this year.

Mexican motion picture star Rene Munoz appeared in person at the Alameda, downtown Spanish showcase operated by the Jack Cane Theatre Corp. . . . George Watson, city manager, Interstate Theatres in San Antonio; Jack Chalman, city publicist of the circuit; Lynn Krueger, manager, Majestic; Norman Schwartz, manager, Aztec; and Eric Brendler, manager, Broadway, are scheduled to attend the Interstate-Texas Consolidated meeting to be held in Dallas for three days beginning April 15. . . . Richard M. Landsman, president, Statewide Drive-In Theatres, is Democratic candidate for commissioner of Precinct 3. His campaign cards are being sought after as they may be used as free passes to eight drive-in theatres. . . . The Bordertown Drive-In, El Paso, Tex., held a formal opening of its south screen section when its new screen tower was completed. The new screen is 40 x 90 feet, made of painted aluminum supported by creosoted poles, and replaces one which burned down last fall. Jack Veeren also took the time to reset the speaker posts in concrete; repaving ramps, entrances, and exits; regrading; and renovation of all buildings. More than 2,500 patrons attended and 700 prizes were awarded with radio station KELP assisting with members of its disc jockey staff present who gave away 250 records. . . . Joe Dyer has replaced Jack Dodgin as manager, Texas, Austin, Tex., according to Earl Podolnick, president, Trans-Texas Theatres. Dodgin has resigned to enter private industry. Dyer was formerly manager, Capitol, Austin, which was recently closed by Trans-Texas. . . . The Crawford, El Paso, Tex., a downtown landmark since the turn of the century, is scheduled to be closed around March 31 and the building torn down to make a site for a parking lot. Bill White is manager of the Crawford, while James T. Anderson is assistant.

SEATTLE

Long-awaited "Cleopatra," certain to be an extended run, opened at the 5th Avenue. The film, exactly the same version as played in cities throughout the country, will run twice a day (matinee and evening) at popular prices. . . . Gordon Wallinger has taken over as the Seattle branch manager for Allied Artists, replacing Edmond D. Cruea, who has been transferred to San Francisco.

REVIEWS

The famous pink paper SAVEABLE SECTION in which Experienced Trade Analysts evaluate coming product

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 26 year old service is both numerically more complete, and informatively more candid, than any similar trade analysis. Cumulatively numbered by film seasons (September to September). It is recommended that readers consecutively save all REVIEWS section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

Combined the every second week, yellow paper SERVISECTION indexes to the past 12 months' product, and the alternating every second week pink paper REVIEWS, represent a unique informative service to theatremen.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.

MOTION PICTURE
EXHIBITOR

SECTION TWO
Vol. 71 No. 10 MARCH 18, 1964

AMERICAN-INT.

Commando

MELODRAMA 98M.

American International
(Italian-made)
(English dialogue)

ESTIMATE: French Foreign Legion programmer.

CAST: Stewart Granger, Dorian Grey, Carlos Casaravilla, Fausto Tozzi, Riccardo Garrone, Hans Von Borsody, Peter Carsten, Maurizio Arena, Rafael Calvo, Dietmar Schonherr, Leo Anchoriz, Ivo Garroni. Directed by Frank Wisbar. A Galatea Production.

STORY: Stewart Granger captains a dozen men of the French Foreign Legion on an ill fated mission to kidnap the leader of an Algerian resistance movement, Carlos Casaravilla. Dorian Grey is a prostitute who joins the patrol returning its prisoner to French headquarters, and she, too, is killed. Vastly outnumbered, the Legionnaires heroically sacrifice their lives in the successful attempt to bring Casaravilla back alive. Granger learns in the end that all have been political pawns. Instead of being hung, Casaravilla is Paris-bound for peace conferences.

X-RAY: An action-packed French Foreign Legion vs Algerians melodrama, this boasts an American known name, Stewart Granger, in the leading role, which he performs brilliantly. It should do nicely as part of the program. It packs a potent futility of war message and depicts plenty of war brutality. Although filled with cliches, the screenplay by Arturo Tofanelli and the location shooting are okay. Some bit parts of the Legionnaires are finely drawn. Production and direction are adequate. Musical accompaniment includes a haunting and melodious marital air.

AD LINES: "With Danger Or A Dame—They Go Where The Action Is Hottest"; "Lays Bare Wartime Passion, Pathos, And Politics."

Torpedo Bay

MELODRAMA 95M.

American International
(Italian-made)
(English dialogue)

ESTIMATE: Different war meller is okay programmer.

CAST: James Mason, Gabriele Ferzetti, Lilli Palmer, Geoffrey Keen, Andrea Checci, Alberto Lupo, Valeria Fabrizi, Renato De Carmine, Daniele Vargas, Andrew Kier. Produced and directed by Bruno Vailati. A Galatea Production.

STORY: Damaged by an English anti-sub craft commanded by James Mason, the Italian submarine commanded by Gabriele Ferzetti is forced to surface in neutral waters near the international zone of Tangiers. Mason also comes into port under orders to keep the sub under surveillance and sink it should it try to leave. In town, the commanders and crews whom war has made enemies come to know and respect each other because both have fought with courage and fairness. Farzetti falls in love with doctor Lilli Palmer; but she wants him to accept internment. Later, when English intelligence officer Geoffrey Keen prevails upon her to convince Ferzetti he should surrender his submarine, the Italian commander suspects her motives. Secretly, the Italians manage to make their craft seaworthy. Again at sea, the sub and the warship engage in battle in which the men who know and like each other are forced by the exigencies of war to act in such a way that the victors, the Italians, are really the losers.

X-RAY: This war meller with a setting for the most part in a neutral port has many things in its favor. It is actionful, believable, and delivers a forceful message as to the futility of war. It is well enacted and has in its cast several names which carry weight over here. Production and direction are first rate, and it should do okay as part of the program. This has a screenplay by Charles Frend.

AD LINES: "World's Most Desperate Undersea Exploit!"; "Sub Vs Sub-Killer."

BUENA VISTA

A Tiger Walks

DRAMA 91M.

Buena Vista
(Technicolor)

ETIMATE: Good entry for family and younger set has Disney name.

CAST: Brian Keith, Vera Miles, Pamela Franklin, Sabu, Edward Andrews, Una Merkel, Peter Brown, Kevin Corcoran, Frank McHugh, Connie Gilchrist, Arthur Hunnicutt, Doodles Weaver, Theodore Marcuse, Merry Anders, Jack Albertson. Co-producer, Bill Anderson; assistant producer, Ron Miller; directed by Norman Tokar. A Walt Disney Presentation.

STORY: When a circus truck bearing a family of tigers breaks down in a small town, driver and handler Theodore Marcuse gets drunk in a tavern and boasts that he can do wondrous things with the animals. His Indian assistant Sabu tries to dissuade him from showing off, but he opens the cage and taunts the giant male tiger, who makes a break when the door is opened for an instant. The animal faces 12-year old Pamela Franklin, daughter of sheriff Brian Keith, and her friend Kevin Corcoran but doesn't harm them. Then he bounds off into the underbrush. Marcuse takes off after him and is later found fatally mauled. Before Keith and a posse can continue the pursuit, a heavy fog closes in. They are forced to wait. Meanwhile, publicity-hungry governor Edward Andrews, spurred on by aides, declares a state of emergency and sends in the state militia. Franklin, interviewed on television, makes a plea that the tiger be saved as he is blameless. Her cry is picked up until kids everywhere are urging that the tiger be saved and turned over to a zoo. They send in money to see that the tiger is bought. Keith is upset but promises that if the animal can be captured alive, he will try to do so. He asks a zoo for a tranquilizer gun and sets out with Sabu and a deputy to try to get to the animal before the soldiers do. With the aid of the tranquilizer gun and nets wielded by his aids, he does capture the tiger alive although he is wounded. The press reports make him a hero, and he wins reelection much to the chagrin of Andrews. Enough money is received to put the tiger and his family into a zoo and everyone is happy at the outcome.

X-RAY: Action and drama as well as suspense are to be found in this tale concerning the events that occur when a tiger escapes from his traveling cage. The entire family of the sheriff of the area becomes involved, and the resulting antics are suitable for the family as a whole and/or youngsters in particular. Interest is well maintained, and the acting, production, and direction are good. The use of color provides an added assist. The screenplay is by Lowell S. Hawley based on the book by Ian Niall. It should make up well as part of the show.

AD LINES: "'A Tiger Walks' And The Countryside Shakes With Fear"; "A Thrilling Adventure About A Tiger, A Couple Of Youngsters, And Adults, Who Just Didn't Understand."

COLUMBIA

Devil-Ship Pirates

MELODRAMA 86M.

Columbia
(English-made)
(Hammerscope)
(Color)

ESTIMATE: Okay adventure yarn.

CAST: Christopher Lee, Andrew Keir, John Cairney, Michael Ripper, Duncan Lamont, Ernest Clark, Barry Warren, Natasha Pyne, Suzan Farmer, Annette Whiteley, Charles Houston, Harry Locke. Produced by Anthony Nelson Keys, directed by Don Sharp.

STORY: In 1588 when the Spanish Armada is defeated off the English coast, one of the Spanish pirate vessels, commanded by Christopher Lee, is badly in need of repair. Lee puts in in a sheltered area on the coast. They take control of a small village and inform the inhabitants that the English fleet has been beaten, blockading the roads so that word can't get in or out. A small boy does go for help, but the militia can't arrive for several days. Meanwhile, Lee hopes to have his repairs completed and to be on his way back to a life of piracy instead of back to Spain. This doesn't sit well with one of the officers, and he helps the townspeople secretly so that they can set fire to ship as it starts to get under way with girl hostages. It is destroyed before it can leave, and Lee and his men are killed. There are casualties among the townspeople, but the majority survive their harrowing experience.

X-RAY: There's a good bit of swashbuckling action, intrigue, drama, etc., to be found in this tale of pirates in control of a small village in the England of yesterday. It should do okay as part of the show. The performances are capable, and the direction and production are efficient. It is the type of film that Hammer Productions does so well in England. The story and screenplay are by Jimmy Sangster, and the use of color is a plus factor since it shows the blood and fire so nicely.

Ad Lines: "Pirates Invade A Small Town In England For An Unusual Adventure"; "A Town Feels The Lash and Lust Of 'The Devil-Ship Pirates'."

PARAMOUNT

Becket

Drama
148M.-plus intermission
Paramount
(Technicolor)
(Panavision)
(Filmed in England)

Estimate: High rating dramatic entertainment.

Cast: Richard Burton, Peter O'Toole, John Gielgud, Donald Wolfit, Martita Hunt, Pamela Brown, Paola Stoppa, Gino Cervi, David Weston, Felix Aylmer, Niall Mac Ginnis, Percy Herbert, Christopher Rhodes, Peter Jeffrey, Inigo Jackson, Sian Phillips, Veronique Vendell, Gerald Lawson, Jennifer Hilary, John Phillips, Frank Pettingell. Produced by Hal Wallis; directed by Peter Glenville.

Story: Set in England and France in the late 12th century, this tale relates the story of Richard Burton (Becket), boon companion of Peter O'Toole (King Henry II) in all forms of pleasure, as well as his advisor in matters of state. O'Toole is at loggerheads with the church from which he tries to extract money for his battle with France. He appoints Burton Chancellor to assist him. Although the pair are close, there are differences between them, with O'Toole taking Sian Phillips, Burton's mistress, from him. She kills herself. News of the death of the Archbishop of Canterbury, Felix Aylmer, reaches O'Toole in France on the battlefield. He makes Burton the new Archbishop despite his protests, figuring that the throne and the church can thus be brought into closer cooperation. Burton is ordained a priest and then installed as Archbishop against the wishes of most of the clergy, especially Sir Donald Wolfit, Bishop of London and Burton's enemy. Burton takes his position seriously, gives away all his wealth, and lives a simple life. He surrenders his Chancellor's post and fights the crown on all matters affecting the church. He especially fights an order that all priests who break the law be brought before the civil courts instead of the clerical courts. O'Toole arranges with Wolfit to frame Burton on a trumped-up charge, but Burton flees to France where he is aided by the King, Sir John Gielgud, to get to the Pope in Rome, Paola Stoppa. The Pope offers him sanctuary in a monastery. O'Toole is alternately infuriated by Burton's behavior and desolate at the loss of the only man he could trust. Gielgud arranges a meeting between the pair, and Burton is allowed to return to England. His triumphant return infuriates O'Toole, who rhetorically asks those around him why he can't be rid of the man. Four of his Barons ride off to kill Burton and a monk, David Weston, who serves him. O'Toole, stricken by the loss and filled with guilt, returns to England to do penance and to announce that henceforth Burton will be known as St. Thomas.

X-Ray: What was an impressive play has emerged as a fine screen attraction steeped in history, the grandeur of the period, and the intrigue of the constant battle between church and state. The screenplay is an absorbing and highly interesting tale that is made all the more valuable because of the expertness of cast, direction, and production. Particular kudos are due top cast members Richard Burton and Peter O'Toole. Each is excellent, with O'Toole noteworthy in his trying and flamboyant role, and Burton most attractive as a pleasure-seeker and companion to the fun-loving, ambitious King, who turns to the church and God for final meaning and satisfaction. Mayhaps it can be labeled a spectacle without the thousands of people usually found in a spectacle. It is wonderfully mounted and revealingly photographed in enhancing color. It emerges as a film experience that will leave quite a mark on the annals of the industry. The screenplay is by Edward Anhalt based on the play by Jean Anouilh.

Tips On Bidding: Higher rates.

Ad Lines: "'Becket'—A Screen Experience Not To Be Forgotten"; "An Outstanding Film That Will Be Talked About For Years."

Law Of The Lawless

Western
87M.
Paramount
(Technicolor)
(Techniscope)

Estimate: Suspenseful western with big names.

Cast: Dale Robertson, Yvonne de Carlo, William Bendix, Bruce Cabot, Barton MacLane, John Agar, Richard Arlen, Jody McCrea, Kent Taylor, Bill Williams, Rod Lauren, George Chandler, Lon Chaney, Donald Barry, Alex Sharp. Produced by A. C. Lyles; directed by William F. Claxton.

Story: Sheriff William Bendix jails John Agar, the son of Barton MacLane, the man who runs Kansas, for the shooting of Jody McCrea. Rod Lauren, Bendix's deputy, spots several strangers arriving in town. The sheriff accuses MacLane of importing "guns" on the eve of his son's trial, but he denies this. The judge in the case, Dale Robertson, admits that he was the man who hanged the brother of the three gunmen imported by MacLane for a killing. Ordered out of town, one of them wounds Bendix before he is killed. Robertson refuses to discuss the case with Agar, and MacLane, in an attempt to discredit Robertson tries to trap him in a hotel room with saloon girl Yvonne de Carlo. While Robertson is having dinner with de Carlo, Lauren comes across the three brothers laying in wait for the judge. Hearing shots, the judge rushes to the boy's aid, but before the battle is ended, the deputy, the brothers, and a drifter siding with them are all killed. MacLane tells Robertson that he has hired gunman Bruce Cabot to kill him after the trial. The judge had been one of the fastest guns, so no matter who is killed, his crusade against gunfighting in the territory will end. The verdict is guilty, and Robertson sentences Agar to hang. Later, Cabot confronts the judge in the saloon, but he refuses to be provoked into a gunfight. Enraged, MacLane grabs the killer's gun and attempts to shoot the judge himself, but is disarmed by Cabot. The big boss is left alone to reconcile himself to the outcome of the events.

X-Ray: Basically a violent, charged story of the events surrounding a Kansas murder trial, the film escapes many of the western stereotypes. The big cast is used to advantage by director Claxton, who sustains action and interest throughout. Robertson, as the crusading judge threatened by his own connection with the "law of the gun," is fed by expert supporting members of the cast and turns in a creditable performance. The screenplay, an original by Steve Fisher, was well handled and has yielded an entertaining, salable motion picture. Color, costuming, and the standout cast add to a well-rounded effort.

Tip On Bidding: Fair program rates.

Ad Lines: "See The Big Ones In A Raw Western With A Twist"; "Violence Explodes A Town Already Taut With Murder."

Paris When It Sizzles

Comedy
110M.
Paramount
(Technicolor)
(Made in France)

Estimate: Fair comedy will depend on name-power.

Cast: William Holden, Audrey Hepburn, Gregoire Aslan, Noel Coward, Ramond Bussieres, Christian Duvallex. Produced by Richard Quine and George Axelrod; directed by Richard Quine.

Story: William Holden, Hollywood scriptwriter living in Paris, enjoys the high life. Suddenly faced with a deadline and without a plot or an idea for one, he determines to finish a script for producer Noel Coward in record time. He hires free lance secretary Audrey Hepburn to do his typing. The pair concoct a mad movie script, which they act out in a movie within a movie. It has all the elements of a spy thriller, a western, a love story, and every other film cliche. While concocting this mad melange, they also manage to fall in love. Holden finally completes the script but realizes that it is trash. He has found true love with Hepburn, however, and a new set of values.

X-Ray: Take William Holden, Audrey Hepburn, the fabulously beautiful city of Paris, and a script by George Axelrod, and the result should be delightful comedy entertainment and a sure audience pleaser. Unfortunately, this one just didn't work out that way. It is beautifully dressed in color. Parisian settings are magnificent, and interiors are plush and colorful. The two principals try valiantly to give life to the slight story, but the whole thing misses rather badly and just never catches fire. There are a few laughs in the loony movie-within-a-movie, but not enough to generate continuous enjoyment. It's a shame, because somewhere there is an excellent idea and a genuine attempt to do something different that just doesn't come off. There are quite a few elements working in the film's favor, and they can be played up. There are the names, of course, plus mouth-watering views of the Paris magic caught beautifully by the color cameras. Advice to showmen might well be to concentrate on these definite plus values and hope for the best. In addition, there are guest appearances by several unbilled big names, and one potent star plays a continuing role in the film totally unbilled. We won't give away the secret of his identity, but he contributes a good bit of what fun there is in the picture.

Tip on Bidding: Better program rates, depending on situation.

Ad Lines: "When It Sizzles In Paris, Life Is A Love-Filled Ball"; "The Zaniest Comedy In Many A Moon, Starring Hepburn, Holden, And Paris."

20th-FOX

The Eyes of Annie Jones

Melodrama
73M.
20th-Fox
(Associated Producers)
(English-made)

Estimate: Okay dualler.

Cast: Richard Conte, Francesca Annis, Joyce Carey, Myrtle Reed, Shay Gorman, Victor Brooks, Jean Lodge, Alan Haines, Mara Purcell, Mark Dignam, Patricia McCarron, Max Bacon. Produced by Jack Parsons; directed by Reginald Le Borg.

Story: Shay Gorman, local taxi driver, kills Jean Lodge, well-to-do English-woman. Her brother, Richard Conte, manages her mills near London and has been stealing when he could get away with it. With his wife, Myrtle Reed, he goes to Lodge's home when summoned by his aunt, Joyce Carey. Conte tells police inspector Victor Brooks that he stands to inherit the mills, but claims to know nothing of Lodge's disappearance. Carey gets Francesca Annis, young orphan with extra-sensory powers, to help solve the mystery. The police suspect Gorman, and it becomes clear that Conte had hired Gorman to kill Lodge. Conte makes a play for Annis, whose efforts have failed to find Lodge. Gorman tries to kill Annis and gets the body of Lodge and places it in his car. Conte and Reed are apprehended as Gorman demands more money. He tries to escape, but is critically injured in a car crash. The body of Lodge is discovered as Conte is arrested. He realizes that Annis' prediction about Lodge was correct. She said, "I go from place to place, I don't know where. They won't let me rest."

X-Ray: The interest in extrasensory perception makes this meller an exploitable item, and it should do okay as part of the program. The gloomy English backgrounds are interesting and prove suitable for the film. Direction and production are adequate, and Richard Conte affords a name for the marquee. The screenplay is by Luis Vittes based on a story by Henry Slesar.

Ad Lines: "Eyes So Young—Yet They Knew Man's Every Passion And Crime"; "What Was Her Supernatural Secret?"

Lassie's Great Adventure

Melodrama
103M.

20th-Fox
(DeLuxe Color)

Estimate: Okay for kids as part of program.

Cast: Lassie, June Lockhart, Hugh Reilly, Jon Provost. Produced by Robert Golden; directed by William Beaudine, Sr. A Jack Wrather production.

Story: Jon Provost and his dog, Lassie, are wafted aloft in a balloon which had come down near their home and had been used as promotion for a circus. They are carried by strong winds into the wilds of Canada. The Air Patrol and the Canadian Mounties join Provost's parents, June Lockhart and Hugh Reilly, in the search. After a series of adventures, including one in which Lassie saves his master from a wild boar, Provost and Lassie reach a stream. Provost builds a raft, and they begin to float downstream, only to be wrecked in rapids. A deaf mute Indian finds Provost and takes the boy to his cabin. He is traced by Lassie, who is driven off by the Indian's pet falcon. Lassie, however, attracts the attention of the searchers and leads them to the Indian's cabin. All are reunited.

X-Ray: In the usual Lassie tradition, this meller of the great open spaces has been brilliantly photographed in DeLuxe Color, and furnishes its quota of family entertainment thrills for the market intended. With screenplay by Monroe Manning and Charles O'Neal from story by Sumner Long, it has been competently produced and directed. Despite a lengthy running time it should find favor. The cast and, of course, the dog are good. Actually, this is taken from the television show so the kids may have the feeling that they've seen it all before.

Ad Lines: "The Boy And The Dog Loved By Millions Now On The Screen In A Thrilling Adventure To Touch The Hearts Of One And All"; "Thrilling North Woods Adventure Of The Boy And Dog All America Loves."

UNITED ARTISTS

Flight From Ashiya

Melodrama
100M.

United Artists
(Daieu-Hecht co-production)
(Panavision) (Eastman Color)

Estimate: Episodic but actionful meller has names to help.

Cast: Yul Brynner, Richard Widmark, George Chakiris, Suzy Parker, Shirley Knight, Daniele Gaubert, Eiko Taki, Joe de Reda, Mitsuhiro Sugiyama, E. S. Ince, Andrew Hughes. Produced by Harold Hecht; directed by Michael Anderson.

Story: Richard Widmark, Yul Brynner, and George Chakiris are members of the Air Rescue Service operating out of Ashiya. They are assigned to the rescue attempt of survivors of a Japanese cargo vessel which sunk in a typhoon. As they head out to sea, their individual stories are told in flashback. Widmark had met and married photographer Shirley Knight in the Philippines prior to World War II. Interned by the Japanese, Knight and newly-born baby both die due to lack of medical supplies, with Widmark bitter and hating the Japanese from then on. Brynner, a Nisei son of an American mother and Japanese father, remembers a tragic love affair with Algerian Daniele Gaubert. Chakiris remembers his romance and marriage to Japanese girl Eiko Taki. Still bitter and lost in his wartime memories, Widmark at first refuses to jeopardize his crew and aircraft in the rescue, but Brynner and Chakiris persuade him to overcome his deep prejudices. They land on the storm-lashed waves and effect a dramatic rescue.

X-Ray: Told in a series of flashbacks, this actionful meller is episodic at best. The screenplay by Elliott Arnold and Waldo Salt from a novel by Arnold stresses the racial differences theme making a sort of plea for "one world" understanding while playing up the Air Rescue motto: "That others may live." Production, direction, and technical effects are first rate, and the performances by the cast are brilliant. However the tragic overtones of most of the film, especially in the flashback sequences, may motivate against it. On a necessarily broad canvas, much potency and drama are achieved, and there are tender as well as light moments, achieved in the midst of thrills, heroism, and courage. On the strength of the cast names, this should do okay in most situations.

Ad Lines: "A True Story Of The Air Rescue Service Whose Motto Is 'That Others May Live' "; "They Were Dedicated To Saving Lives In Air-Sea Rescue Operations."

The World of Henry Orient

Comedy
106M.

United Artists
(Pan-Arts)
(DeLuxe Color)
(Panavision)

Estimate: Cute and amusing comedy.

Cast: Peter Sellers, Paula Prentiss, Angela Lansbury, Tom Bosley, Phyllis Thaxter, Bibi Osterwald, Peter Duchin, John Fiedler, Al Lewis, Fred Stewart, Philippa Bevans, Jane Buchanan, and introducing Tippy Walker and Merrie Spaeth. Produced by Jerome Hellman; directed by George Roy Hill.

Story: Tippy Walker and Merrie Spaeth attend a private girls' school and become friends. They let their imagination soar. On one of their excursions, they come across pianist Peter Sellers trying to romance married Paula Prentiss in a secluded area in the park. Prentiss is frightened off, and Sellers becomes quite upset. From then on, circumstances has Sellers and the youngsters meeting in all kinds of places, with Walker getting a crush on him. When they show up at a concert of his, the effect is demoralizing. They decide to really see what his world is like and start keeping tabs on all his actions. The results are loaded with confusion. When Walker's traveling parents, Tom Bosley and Angela Lansbury, return from a trip abroad, she is forced to spend more time with them and less with Spaeth. Lansbury discovers the girl's scrapbook and is annoyed that Sellers is involved with the girl. She goes to meet him to warn him off but is intrigued by his charm. She is not above having an affair with him. The girls see her leaving his apartment, and Bosley later sees through her lies. The outcome is that Bosley and Walker will settle down in a real home together, and he wonders whether he's up to the demands of a loving father with a full-time daughter. Spaeth's mother, Phyllis Thaxter, informs him that his problems are just commencing as the girls investigate the use of make-up in the privacy of Spaeth's bedroom.

X-Ray: Actually, the world of Peter Sellers is incidental to that of two young teen-age newcomers, Tippy Walker and Merrie Spaeth, who are followed by the cameras as they go through the process of growing up, and a most entertaining and amusing experience this is. They're a bit above the average school girl since they are products of the more sophisticated, big city situation, and their fantasies have the opportunity to roam far and wide, confined only by the boundaries of Manhattan and their consciences. A number of scenes are quite funny, and the performances, direction, and production are efficient and attention-holding. The story wanders a bit, but it's all in fun. A sneak preview audience seemed to have an enjoyable time. The screenplay is by Nora Johnson and Nunnally Johnson. The use of color is a pleasant asset.

Tips On Bidding: Higher bracket in many situations.

Ad Lines: "The Funny Misadventures Of A Pair Of Teenagers In The World Of Henry Orient"; "Sparkling Fun For All."

FOREIGN

La Bonne Soupe

Comedy Drama
97M.

Int. Classics
(CinemaScope)
(French-made) (English titles)

Estimate: Amusing entry for art spots.

Cast: Annie Girardot, Marie Bell, Gerard Blain, Bernard Blier, Jean-Claude Brialy, Blanchette Brunoy, Claude Dauphin, Sacha Distel, Daniel Gelin, Denise Grey, Jane Marken, Christian Marquand, Felix Marten, Raymond Pellegrin, Franchot Tone. Produced by Andre Hakim; directed by Robert Thomas, who also wrote the screenplay.

Story: Middle-aged Marie Bell breaks her boredom by gambling in the Casino at Cannes, where she has a habit of meeting wealthy American Franchot Tone. She hasn't accepted any of his invitations to join him on his yacht. Instead, she joins head croupier Claude Dauphin for a walk, and she reviews her life as he listens sympathetically. As a youngster, played by Annie Girardot, she is seduced when clerking for young boss Sacha Distel, whom she persuades to take her to Paris. She decides to remain when he runs out of money and has to return to his small town and his wife. She lives with bartender Felix Marten for a brief period until he leaves for a job in Eygpt. Minus friends and money, she goes to work in a dive getting plenty of clients for an interlude in bed at a hotel across the street. She decides to concentrate on getting one man to make her his mistress, figuring to cut down on the wear and tear. Bernard Blier fits the bill, and he sets her up in an apartment where he can relax away from his wife. She eventually persuades him to buy her a small bar, and she falls in love with her waiter. Their happiness is short lived as he is killed during a railway robbery. Expecting a child, she uses her wiles to get wealthy Raymond Pellegrin to marry her. Years pass and her daughter marries wealthy Christian Marquand with mother's help. He is disappointed in the marriage and begins to seek his pleasure elsewhere. Bell goes to reproach him for his behavior, and he tells her that he desires her. Flattered, she gives in. They are surprised by her husband and daughter, and she is banished with a small pension to live on. Her tale completed, she goes off to a beckoning Tone for another adventure.

X-Ray: Gallic fun and romance, amateur as well as the commercial brand, receives memorable treatment, and art house fans should get a charge out of the proceedings, which seemed to entertain highly an audience of opinion-makers and others. The performances are light and charming; the situations are cute in an adult manner; and direction and production are good. The screenplay is based on a stage play by Felicien Marceau. Incidentally, many in the art house audience will recognize many cast members, and this may prove an added asset.

Ad Lines: "Hooray For Love And La Bonne Soupe—Both Provide Lots Of Fun"; "Men And Women Both Love 'La Bonne Soupe'."

ALPHABETICAL GUIDE TO 195 Features Reviewed

This index covers features reviewed thus far during the 1963-64 season in addition to features of the 1962-63 season, reviewed after the issue of Aug. 21, 1963.—Ed.

A

Act One—110m.—WB 5119
All Of Me—73m.—Misc. 5122
All The Way Home—103m.—Para. 5095
Alone Against Rome—100m.—For. 5135
America America—174m.—WB 5121
And Suddenly It's Murder—90m.—For. 5135
Any Number Can Win—111m.—MGM 5102
Aatom Age Vampire—87m.—For. 5123

B

Bandits On The Wind—113m.—For. 5135
Battle Of The Worlds—84m.—Misc. 5119
Beauty And The Body—70m.—Misc. 5134
Becket—148m.—Par. 5146
Best of Cinerama, The—142m.—Misc. 5122
Billy Liar—96m.—For. 5123
Beauty And The Beast—77m.UA 5095
Bell, Bare and Beautiful—64m.—Misc. 5106
Brass Bottle, The—89m.—U. 5133
Break, The—80m.—For. 5135
Bunny Yeager's Nude Las Vegas—64m.—Misc. ..5134

C

Captain Newman, M.D.—126m.—U 5103
Cardinal, The—175m.—Col. 5101
Castillian, The—103m.—WB 5099
Ceremony, The—105m.—UA 5118
Charade—114m.U. 5095
Chushingura—105m.—For. 5106
Children Of The Damned—90m.—MGM 5126
Clown And The Kid, The—66m.—UA. 5091
Comedy Of Terrors, The—86m.—A-I 5117
Commando—98m.—A-I 5145
Condemned Of Altona, The—114m.—Fox 5090
Conjugal Bed, The—87m.—Emb. 5094
Court Martial—82m.—UA 5098
Crawling Hand, The—89m.—Misc. 5134
Creation Of The Humanoids, The—75m.—Misc. ..5099
Cry Double Cross—65m.—For. 5123
Cry Of Battle—99m.—UA 5097

D

Dark Purpose—97m.—U 5130
Daughter Of The Sun God—75m.—Misc. 5103
Day And The Hour, The—115m.—MGM 5141
Dead Ringer—115m.—WB 5131
Dementia 13—81m.—A-I. 5133
Devil-Ship Pirates—86m.—Col. 5145
Die Fliedermaus—107m.—For. 5138
Doll, The—100m.—For. 5138
Dream Maker, The—87m.—U 5131
Dr. Crippen—98m.—WB. 5133
Dr. Strangelove: Or How I Learned To Stop Worrying And Love The Bomb—93m. Col. ...5129

E

Easy Life, The—105m.—Emb. 5121
Ensign Pulver—104m.—WB 5143
Erik The Conqueror—81m.—A-I 5113
Eyes Of Annie Jones, The—73m.—Fox 5146

F

Family Diary—114m.—MGM 5113
Fantasia—117m.—BV—RE. 5097
Farewell To Arms, A—Re.—123m.—Fox 5090
Fiances, The—84m.—For. 5138
Flight From Ashiya—100m.—UA 5147
Fire Within, The—110m.—For. 5138
4 For Texas—124m.—WB 5122
French Game, The—86m.—For. 5103
From Russia With Love—118m.—UA 5142
Fun In Acapulco—100m.—Par. 5109
Fury At Smugglers Bay—92m.—Emb. 5117

G

Giant Of Metropolis, The—92m.—For. 5123
Glass Cage, The—84m.—Misc. 5134
Global Affair, A—84m.—MGM 5129
Gone Are the Days—97m.—Misc. 5106
Guest, The—105m.—For. 5138
Gun Hawk, The—92m.—AA 5097
Gunfight At Comanche Creek—90m.—AA 5113

H

Haunted Palace, The—85m.—A.I 5089
Heavenly Bodies—60m.—Misc. 5092
He Rides Tall—84m.—U 5142
Hide And Seek—90m.—U. 5133
High And Low—142m.—For. 5139
Hootenanny Hoot—91m.—MGM 5089
Hot Money Girl—81m.—For. 5103
Householder, The—100m.—For. 5103

I

Incredible Mr. Limpet, The—99m.—WB 5131
Incredible Journey—80m.—BV 5101
In The French Style—105m.—Col. 5093
Invincible Gladiator, The—96m.—For. 5123
Invitation To Murder—65m.—For. 5127
It's A Mad, Mad, Mad, Mad World—167m. —UA—Cinerama 5109

J

Johnny Cool—101m.—UA 5091
Julie, The Redhead—100m.—For. 5106

K

Kings Of The Sun—108m.—UA 5118
Knife In The Water—95m.—For. 5127
Kissin' Cousins—96m.—MGM 5141

L

La Bonne Soupe—97m.—For. 5147
Ladies Who Do—85m.—For. 5123
Ladybug, Ladybug—84m.—UA 5119
La Poupee—90m.—For 5096
Lassie's Great Adventure—103m.—Fox 5147
Law Of The Lawless—87m.—Par. 5146
Lord Of The Flies—90m.—For 5092
Love On A Pillow—102m.—Col. 5125
Love With The Proper Stranger—100m.—Par. ...5118

M

Madmen Of Mandoras—74m.—Misc. 5126
Mail Order Bride—85m.—MGM 5126
Man From Galveston, The—57m.—WB 5126
Man In The Middle—94m.—Fox 5121
Man's Favorite Sport?—120m.—U 5126
Maniac—86m.—Col. 5101
Mary, Mary—126m.—WB 5091
Mc Lintock—127m.—UA 5112
Misadventures Of Merlin Jones, The—88m.—BV 5125
Moderato Contabile—95m.—For 5127
My Life To Live—85m.—For 5100
Mill Of The Stone Women—94.—For. 5104
Monstrosity—67m.—Misc. 5099
Move Over Darling—103m.—Fox 5115
Muriel—115m.—For. 5106
My Son, The Hero—111m.—UA 5095
My Son The Vampire—72m.—For. 5120

N

Naked Autumn—98m.—For. 5115
New Kind Of Love, A—110m. Par. 5090

O

Of Love And Desire—97m.—Fox 5090
Old Dark House, The—86m.—Col. 5102
One Man's Way—105m.—UA 5130
1000 Shapes Of A Female—79m.—Misc. 5122

P

Pair of Briefs, A—90m.—For. 5106
Palm Springs Weekend—100m.—WB 5105
Paris Pick-up—90m.—Par. 5114
Paris When It Sizzles—110m.—Par. 5146
Pink Panther, The—113m.—UA 5130
Pirate And The Slave Girl—86m.—For. 5115
Playgirls International—70m.—Misc. 5115
Please, Not Now!—76m.—For. 5115
Point Of Order—97m.—Misc. 5131
Prize, The—135m.—MGM 5114
Promises! Promises!—75m.—Misc. 5096
Pyro—99m.—A-I 5113
Psychomania—90m.—Misc. 5134

R

Raiders, The—75m.—U. 5119
Reach For Glory—89m.—Col. 5093
Resurrection—148m.—For. 5107
Running Man, The—103m.—Col. 5094

S

Seven Days In May—120m.—Par. 5129
Seven Faces Of Dr. Lao—100m.—MGM 5141
Seventh Juror, The—90m.—For. 5139
Shock Treatment—94m.—Fox 5142
Siege Of The Saxons—85m.—Col. 5089
Silence, The—95m.—For. 5139
Skydivers, The—75m.—Misc. 5127
Slime People, The—60m.—Misc. 5134
Small World Of Sammy Lee, The—105m.—For ...5092
Soldier In The Rain—88m.—AA 5109
Son Of Captain Blood—88m.—Par. 5114
Sound Of Laughter, The—75m.—Misc. 5122
Sound of Trumpets, The—90m.—For. 5107
South Pacific—151m.—Fox—RE 5142
Square Of Violence—96m.—MGM 5098
Steppe, The—100m.—For. 5107
Stark Fear—86m.—Misc. 5134
Stolen Hours—100m.—UA 5098
Suitor, The—83m.—For. 5107
Summer Holiday—100m.—A-I 5105
Sunday In New York—105m.—MGM 5117
Sunswept—65m.—For. 5120
Strait-Jacket—89m.—Col. 5121
Swingin' Maiden, The—81m.—Col. 5125
Sword In The Stone, The—75m.—BV 5097

T

Take Her, She's Mine—98m.—Fox 5102
Terrified—70m.—Misc. 5119
Terror, The—81m.—A-I 5093
Three Lives Of Thomasina, The—97m.—BV 5117
Third Of A Man—80m.UA 5091
3 Stooges Go Around The World In A Daze, The—94m.—Col. 5089
Therese—107m.—For. 5127
Thunder Island—65m.—Fox 5098
Tiara Tahiti—100m.—For. 5116
Tiger Walks, A—91m.—BV 5145
To Bed—Or Not To Bed—103m.—For. 5127
Tom Jones—113m.—UA 5100
Torpedo Bay—95m.—A-I 5145
Touch Of Hell, A—87m.—For. 5143
20,000 Leagues Under The Sea—127m.—BV—RE .5098
Twice Told Tales—119m.—UA 5099
Twilight Of Honor—104m.—MGM 5094
Two Are Guilty—131m.—MGM 5142
Two Nights With Cleopatra—80m.—For. 5107

U

Under The Yum Yum Tree—110m.—Col. 5098

V

Victors, The—153m.—Col. 5105

W

Wacky Playboy, The—63m.—Misc. 5135
War Is Hell—81m.—AA 5125
War Of The Buttons, The—92m.—For. 5124
Walleyed Nippon—90m.—For. 5104
Wheeler Dealers, The—106m.—MGM 5094
Who's Been Sleeping In My Bed?—103m.—Par. .5114
Who's Minding The Store?—90m.—Par. 5114
Witch's Guest—79m.—For. 5139
World Of Henry Orient, The—106m.—UA 5147

X

X—The Man With The X-Ray Eyes—80m.—A-I ..5093

Y

Yank In Viet-Nam, A—80m.—AA 5129
Young And Willing—110m.—U 5131

MOTION PICTURE
EXHIBITOR
THE SHOWMEN'S TRADE REVIEW

EXPLOITATION

ACTUAL PROMOTIONS from the fertile minds of exhibition and distribution that can be applied with profit to the theatre situations.

MARCH 18, 1964 SECTION THREE Vol. 71 No. 10

This special section is published every-second-week as a separately bound, saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each saveable section represents current submissions by theatremen and promotion plans from distributors that have originality and ticket selling force. Exhibitors are invited to submit campaigns on specific pictures or institutional ideas. Add EXPLOITATION to your permanent theatre library. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna.—19107.

N. Y. "Summer Festival" Tied In With World's Fair

The New York Convention and Visitors Bureau, with the cooperation and active interest of New York's business community, has guided the "New York Is A Summer Festival" campaign for 10 years.

In 1964, with the advent of the World's Fair, it is important to maintain the identity of New York's Summer Festival and to utilize the publicity opportunities to stimulate the Summer Festival program for the post Fair years.

With an anticipated 70 million World's Fair visitors in 1964-65, the New York Convention and Visitors Bureau has taken up the exciting challenge of impressing this vast audience with all that New York has to offer every summer, every year. Using the slogan, "New York Is A World's Fair And A Summer Festival, Too!," it is felt that a welcome and service can be created that will have these 70 million visitors returning for more and more of New York's fabulous hospitality every summer, every year.

Suggested theatre tie-ins with the campaign call for the utilization of the slogan whenever possible in advertising and publicity. This calls for its use in copy and artwork for newspaper, magazine and billboard ads; in press releases and on radio and tv programs, etc. Combine the "New York Is A World's Fair and A Summer Festival, Too" slogan and cut (free mat available) with your signature cut.

Tie the theme into displays. Feature Summer Festival copy and the new "New York Is A World's Fair and A Summer Festival, Too!" posters available free in a variety of sizes suitable for lobbies, windows, and as counter cards; display Summer Festival flags and banners which may be ordered in various sizes at nominal cost, for interior and exterior decoration; employ Summer Festival decor in special areas such as lobbies, lounges, check rooms, box offices, refreshment counters.

Special events such as premieres and openings, of course, lend themselves to a Summer Festival promotion as do sneak previews. To further your image as a cordial host, make available to your patrons copies of the Bureau's free literature, such as the Visitors Guide (available in eight languages) and the Summer Festival Calendar of Events which lists over 4,000 New York City events in sports, music, art, children's activities and theatre.

Universal Stars Help To Sell Product Far Ahead Of Release

Hayley Mills and her father, John Mills, co-starred in U's "The Chalk Garden," recently arrived in New York for promotional activities in behalf of the picture.

Universal has mounted one of its most concentrated promotional campaigns in recent years in support of its current, its Easter, its late Spring and early Summer releases with 10 different personalities and promotional packages being used to develop unprecedented advance national and local point of sale publicity and promotional activity on seven different pictures.

Paula Prentiss, co-starred with Rock Hudson in "Man's Favorite Sport?" visited 25 cities as part of the extensive promotional activity on the picture developed by Universal including participation in the Florida World Premiere and territorial openings.

The special troupe consisting of three harem dancing girls, a genie magician with Amike Vogel, veteran field exploiteer acting as advance man and emcee in costume as well as the specially constructed "Brass Bottle Magic Carpet" replete with trailer and driver-pilot, is completing its coverage of the Charlotte territory and will move into the Pittsburgh territory to continue the coverage of the territorial openings of "The Brass Bottle." The troupe and the magic carpet will have visited 60 cities in the eight weeks of its tour which started in the Texas territory in support of the World Premiere and the Texas territorial openings and then moved to the Atlanta territory.

All of the stars of "Captain Newman" have participated in the advance promotional activity in connection with the Radio City Music Hall pre-release engagement and the Easter openings from Coast to Coast. Gregory Peck was in New York and Washington for advance promotional activity in late January and February and Universal brought in film writers from 35 cities to New York from as far West as Chicago to see the picture and to interview Peck. Tony Curtis did a week of advance promotional activity in New York on "Captain Newman" and "Wild and Wonderful" in which he co-stars with his wife, Christine Kaufmann. Bobby Darin did a week of advance promotional activity on the picture in New York. Angie Dickinson is currently on a key city promotional tour which will see her being interviewed by film writers from more than 20 cities in the 12 key cities she is visiting.

Hayley Mills and John Mills have just completed two weeks of advance promotional activity in Hollywood and New York in connection with "The Chalk Garden." Ross Hunter, producer, is due in New York for 10 days of advance promotional activity on the picture and he will also visit other cities. Dame Edith Evans, arrived in New York, to aid in the advance promotion of the picture.

Robert Radnitz, producer of "Island of the Blue Dolphins," is due in New York next

(*Continued on page EX-576*)

Art Contest For 'Canvas'

Embassy Pictures is launching a nationwide art contest with Famous Artists Schools, Westport, Connecticut, in conjunction with Joseph E. Levine's "The Empty Canvas," an Embassy Pictures release, starring Horst Buchholz, Catherine Spaak and Bette Davis. Grand prize will be a three-year, home-study scholarship, worth more than $500, applicable in the painting, cartooning or commercial art courses.

The "Empty Canvas" contest will be presented to the public through motion picture theatres around the country. The contest blank will show heads of the three stars. On a facing page, an "empty canvas" will be supplied which the contestant will fill with a copy of any of the three illustrations.

The grand prize will be awarded to the contestant whose entry, sent to Famous Artist Schools, is judged to show the most potential talent. The contest will close December 31, 1964. A panel consisting of such noted artists as: Norman Rockwell, Steven Dohanos, Albert Dorne, and Jon Whitcomb will act as judges.

EXPLOITATION—an encyclopedia of useable exploitation stunts—is published every other week as a section of Motion Picture Exhibitor.

Washington Food Stores Go Mad Over "Mad, Mad, Mad, Mad World"

A unique promotion to publicize the Washington, D. C., engagement of Stanley Kramer's "It's A Mad, Mad, Mad, Mad World," at the Uptown Theatre in the nation's capital, was conducted by the Giant Food Stores in the Washington-Baltimore area.

The promotion, which ran for four weeks, featured a "Mad, Mad, Mad, Mad Sale and Contest" in all 21 stores in the Greater Washington territory.

The windows of all stores were posted with one-sheets and three-sheets from the film. The interiors featured in-store displays, shelf-talkers, special price tags and banners over the check-out counters featuring the main art used in the "It's A Mad, Mad, Mad, Mad World" posters.

A full newspaper campaign for a four-week period included full-color pages and featured theatre playdate copy while promoting the "Mad, Mad, Mad, Mad Sale and Contest."

Special radio spot announcements were made with the overall radio campaign costing in excess of $4,000.

"Mad, Mad, Mad, Mad" money was printed in odd denominations. Each customer was handed a piece of this money, marked non-negotiable, as he checked out. This money had a coupon on the reverse side which was used as an entry blank for the contest. At the conclusion of the promotion, winners were drawn from each Giant Food Store in the area.

Prizes in the contest included free tickets to the Uptown to see the film, copies of the Original Sound Track Album on United Artists Records and a suitcase full of "Mad, Mad, Mad, Mad" money which was accepted as currency in any Giant Food Store.

The huge promotion was conceived and executed by Jim Bell, Advertising Director of the Giant Food Stores, Frank LaFalce, Publicity Director for Stanley Warner Theatre in Washington and Max Miller and Sy Freedman of United Artists.

"Any Number Can Win" And That's The Truth

In St. Louis, both exhibitors and national charities profited from the ingenious telephone promotion and Wheel of Fortune on MGM's "Any Number Can Win."

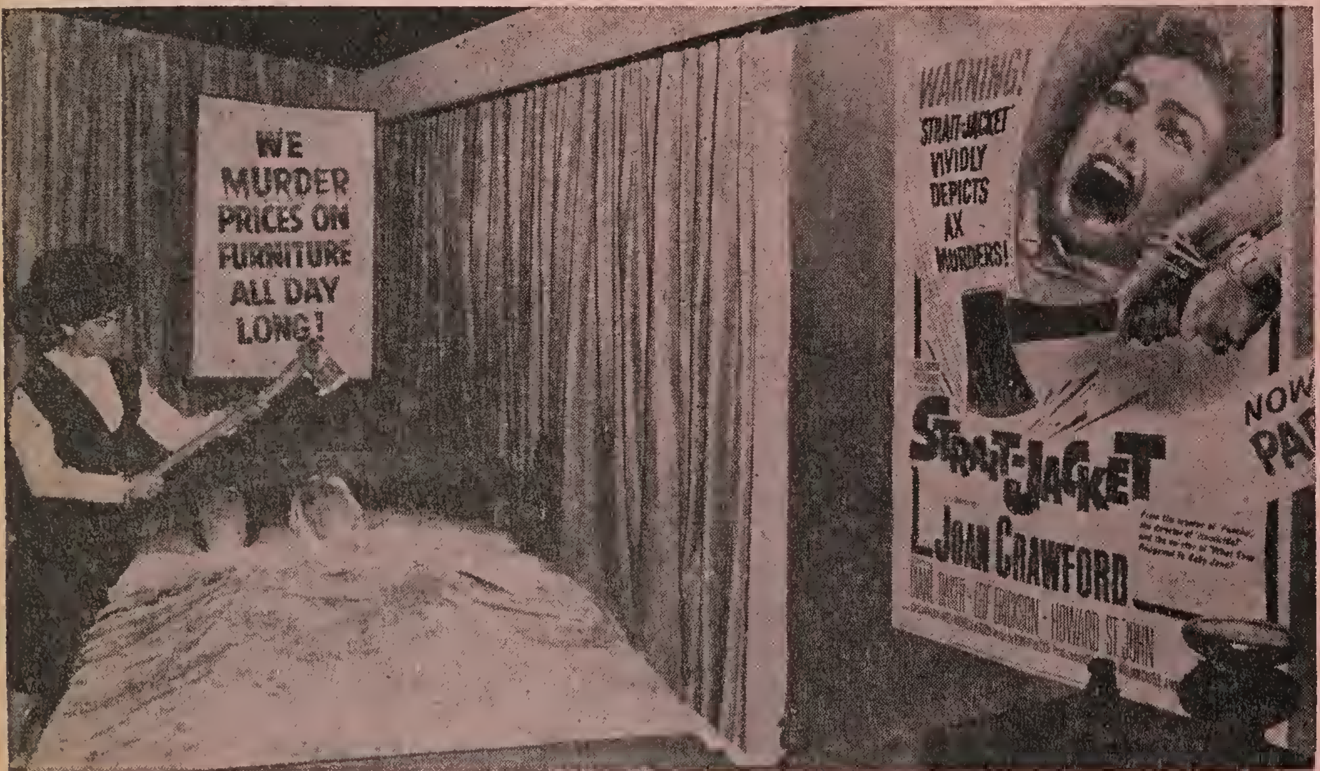
Newspaper advertisements promoting the film gave a local telephone number along with an invitation to call the number. When the number was dialed, a taped message informed the caller about the picture and about the Wheel of Fortune in the lobby of the Park Theatre that benefited the March of Dimes. Patrons would take 10¢ chances at the Wheel of Fortune and winners were awarded passes to see "Any Number Can Win." All proceeds from the Wheel went to the March of Dimes. Above the wheel was copy reading: "Any Number Can Win" and usually does when he gives to the March of Dimes.

"Limpet" Sweepstakes

The "Limpet Sweepstakes," offering thousands of dollars worth of prizes, is being conducted by Warner Bros. in theatres throughout the United States that will play "The Incredible Mr. Limpet."

Grand prize in the nationwide sweepstakes is a Kaiser "Jeep" Surrey. Other prizes include Goya Folk Guitars, Minox B. Cameras, Huffy Bicycles, Black Angus Newport Rotisserie-Broilers, New Regina Electric Upholstery Shampooer-Furniture Buffers, Channel Master Transistor Portable Tape Recorders, Sportsways Scouba equipment, IT&T AM/FM Multiplex Tuner and 125,000 E. F. MacDonald Plaid Stamps.

To participate in the "Limpet Sweepstakes," a contestant has to fill out an entry blank and turn it in to his local theatre or mail it to Warner Bros., 666 Fifth Avenue, New York, N. Y., 10019.


WE MURDER PRICES ON FURNITURE ALL DAY LONG!
WARNING! STRAIT-JACKET VIVIDLY DEPICTS AX MURDERS!
NOW PA
STRAIT-JACKET
JOAN CRAWFORD
HOWARD ST. JOHN

Ax murders complete with splashing blood a la Columbia's "Straight-Jacket" were perpetrated every quarter hour in this furniture store window on Kansas City's main thoroughfare. Outside the store's windows, a clock announced times of "next murders." Actual decapitations to point up store's price-slashing sale were announced by terrifying screams on a loudspeaker coupled with a sales pitch. Announcement ended with the plug "Go down the street half a block to the Paramount—if you dare, and see the film."

Producer Tors Tells Doctors Experiences In Filming "Rhino"

Producer Ivan Tors recently addressed a distinguished group of doctors at the Beverly Hilton Hotel on the subject of drugs and the immobilization of African wild life, based on experiences during the filming of Metro-Goldwyn-Mayer's "Rhino!" in South Africa's Zululand.

Dr. Keith S. Ditman, research psychiatrist and lecturer of UCLA's School of Medicine, accompanied Tors to Africa as an authority on the use of morphine derivatives with tranquilizers and anti-memory drugs now being utilized in a world wide campaign to preserve the rapidly disappearing great game animals of Africa.

The illustrated and documented Tors lecture followed a dinner meeting in the hotel's Cardoro Room for doctors attending a symposium on the latest developments on psychopharmacology and psychotherapeutic drugs.

Dr. Ditman was Chairman of the medical education program sponsored by the University Extension and Department of Psychiatry, University of California, Los Angeles, in cooperation with the Neuropsychiatric Institute and Department of Mental Hygiene, State of California.

With advancing civilization making game extinct in many areas of Africa, and a number of exotic species on the verge of extinction, the use of modern drugs has become an important procedure for game preservation. These techniques of immobilizing rhinos, lions, leopards, elephants, buffalo and other increasingly rare animals for safe transportation to game preserves and zoos, was illustrated by Tors from actual films. Specially designed guns for firing hypodermic darts are used to inject the drugs without pain or harm to the largest animals.

The successful adaptation of modern drugs for the preservation of wild animals has added a fascinating chapter to the use of drugs developed for the treatment of human ills. Tors, a naturalist as well as motion picture producer, director and writer, was the only speaker other than outstanding medical authorities specializing in this field.

James Bond In Man's

Man's Magazine, in its forthcoming May issue offers as its "Book Bonus," "From Russia With Love," Ian Fleming's thriller about the espionage and romantic exploits of James Bond, which has been filmed as a United Artists release.

Man's Magazine devotes 34 action-packed pages to "From Russia With Love," lavishly illustrated with provacative photographs from the motion picture.

The cover of the publication includes the following copy lines—"Book Bonus—James Bond Mystery by Ian Fleming—The Sexy Spy Believed 'Bed Men Tell No Tales' 'From Russia With Love.'"

Masks Pre-Sell 'Dr. Lao'

A traveling exhibit of "7 Faces of Dr. Lao" in mask form has been completed at MGM and will go on tour with an advance print of the film, produced by George Pal and starring Tony Randall.

The exhibit will be accompanied by an audio tape, narrated by William Tuttle, head of MGM's Make-up Department, who created the fantastic make-up that changed Randall into seven different characters for the title role.

Contest For "Paris"

Openings of "Paris When It Sizzles," Paramount comedy starring William Holden and Audrey Hepburn, will be promoted with a giant national travel contest offering free trips to Europe as the top prizes.

The two first prizes are all-expense-paid escorted Gateway Holiday tours of 11 European countries. The third prize will be a tour of the Caribbean aboard the luxury steamship Ariadne. Other prizes feature Compton's Pictured Encyclopaedias and Emmons Jewelry. To win, contestants must tell why they would like to visit Paris after seeing "Paris When It Sizzles."

Theatres and thousands of travel agents and retail outlets for prize products and services are tying in with the contest. Posters, lobby displays and other accessories are available for local tie-ins.

"Bounty" At The Fair

Parkin Christian, age 79, great, great grandson of the famous Fletcher Christian and former Chief Magistrate of Pitcarin Island, arrived to inspect MGM's World's Fair Exhibit of the Bounty.

The Bounty is a replica of the famous 18th-century ship which Fletcher Christian seized from Captain Bligh.

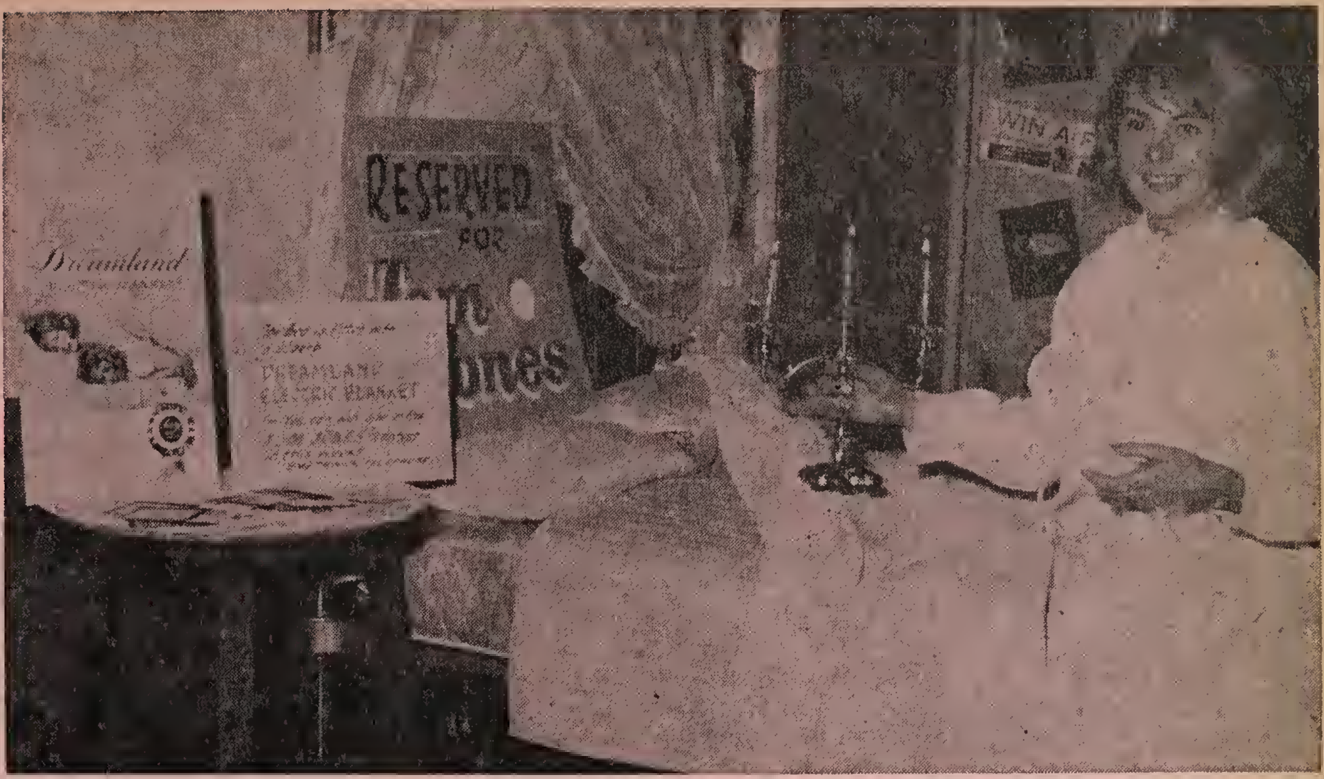
MGM's World's Fair Exhibit will feature the Bounty, which completed a voyage of 50,000 miles, docked at the World's Fair Marina (boast basin) near the New Shea Stadium in Flushing. The ship will be surrounded by a native South Seas setting, including a "Proa" (native sailing canoe), five Tiki Poles, and two large native huts. The Bounty Exhibit will open March 14th.

Connie Francis Records

One of the biggest promotion campaigns of the year is being built around the Connie Francis MGM Records album, "Looking for Love," which will feature songs the world's No. 1 feminine vocalist sings in the MGM film produced by Joe Pasternak. Special jacket covers, and promotional banners are being designed for the album which will be released this Spring in English, German, Italian, French, Spanish and Japanese languages.

In addition to album, MGM Records will release a single of Miss Francis' vocal of the film's ballad, "Whoever You Are, I Love You."

"Uncle Bill" Kanefsky, manager, Walter Reade's Community, Barclay Farm, Cherry Hill, N. J., plays host to a group of birthday moppets every Saturday matinee. He gives presents, birthday cakes, hats, and candy to children having birthdays during the week, interviews them on the public address system, and always books in special kiddie attractions. He's now known as the Pied Piper of Barclay Farm.



J. E. Gower, Gaumont, Smethwick, England, recently borrowed a four-poster brass bed and bedding for a foyer display when he played United Artists' "Tom Jones." A pretty usherette in period nightie and such national tieup plugs at the Dreamland Electric Blanket contest created considerable interest.

British Activities

by Jock MacGregor

This week a batch of campaigns involving pictures which had been shot locally came to hand. Val Guest's Rank release, "80,000 Suspects" was filmed in Bath, and E. D. Barton, of the Odeon, held the producer to his promise that it would have its provincial premiere there in aid of the hospital. A midnight show some weeks before regular booking was arranged and this was preceded by a dinner which was attended by Guest, two stars, Rank executives, the Lord Lieutenant of the County, the mayor and civic dignitaries. Barton promoted advertising for a composite double page spread in the Bath Chronicle and the 16 page brochure which was sold on the night and a good window display in the Bath Co-op. Throwaways, foyer displays, blotters, over printed bags and additional advertising augmented the extensive free press which the event garnered. This is only an 800 seater but the preme raised a useful $200 for the hospital funds.

The fact that High Street stood in for Eighteenth century London and many locals appeared as extras in "Tom Jones" was enough for John Tucker, of the Odeon, Bridgewater, to go to town in a big way. From the day the picture had its world premier in the presence of Prince Philip in London, he supplied the local weekly with news about the booking and as soon as he knew the date a poster artist made up circles reading "Bridgewater's" own film—Coming in September" to place around the theatre. Nine days before opening he exhibited a board "X days to Tom Jones," changing the number daily. With head office approval he arranged a civic opening night and promoted cider—the traditional local drink—for refreshment at the reception. UA cooperated with a supply of stills showing the local sequences. Augmented by photographs taken by a patron these made for crowd stopping displays. On all displays, street stunts, etc., "Filmed in Bridgewater" was incorporated and there was no shortage of stores wanting to cooperate. The Town Clerk permitted the hanging of a large banner on the Town Bridge. Even the Vicar in his parish magazine wrote about the film and its local associations and recalled how some months before he had baptised the baby who played "Tom Jones."

"Tom Jones" was shot entirely on location in the West Country and F. A. Connett of he Gaumont, Weymouth, was another to exploit the local associations with a midnight preview for the Mayor and civic dignitaries, the manager of the hotel where the unit stayed, many who appeared as extras and 'Joneses' from all over the county. Planned mainly as a word of mouth promotion an excellent press resulted. One columnist warned those attending might well find themselves on the cutting room floor and to be prepared to be disappointed. Connett reports that the box office takings were consistently high throughout the run. It should be remembered that in the UK the film has an "X-Adults Only" certificate and that does restrict the family trade.

A location tieup with a difference was worked by G. J. V. Crane, of the Odeon, Norwich, when "From Russia With Love" was retained for a second week through public demand. He learned Sean Connery—007 himself was on location some 50 miles away filming "Woman of Straw" with Gina Lollobrigida, and prepared a laudatory plaque listing the records the film had established at this 2000 seater. This he sent with his assistant manager and a press photographer to the star. The photo of the presentation appeared under a treble column heading—"James Bond Broke Odeon Records."

THE EXHIBITORS EXPLOITATION EFFORTS

VICTOR NOWE, manager, Odeon-Carlton, Toronto, Ont., Canada, claims that the excellent coverage received from the Toronto newspapers, the gala premiere with the Prisoner of War Association, the numerous tieups, the cooperation of all Air Force personnel, and everyone concerned, etc., made his 12-week engagement of United Artists' "The Great Escape" a wonderful one. Things started off with a sneak preview two months in advance which was attended by producer-director John Sturges, who met the press, radio and television people and gave wonderful advance coverage at a reception at the Park Plaza Hotel. The Prisoner of War Association sold every seat in the 2,318 seat house for the premiere night, which was given the "red carpet" treatment complete with searchlights; and with the Lieutenant Governor of Ontario, other government dignitaries, the R.C.A.F. Band and Guard of Honor and a large number of Senior R.C.A.F. and U.S.A.F. Officers attending. 250 Air Force men in full uniform were on hand in the celebrations of the premiere and to dress the entire theatre with Air Force showmanship. The Red Cross displayed an array of tinned food in the original boxes as were used during World War II. The small boxes with address were on exhibit with the various contents of each parcel on full view. Large wooden crates bearing the stencil "Gift of the Canadian Red Cross" were also used. The Red Cross flags were displayed on each side of the boxes, with an explanation of the parcels, the Volunteer Red Cross workers, and the appreciation of the P.O.W.'s who received them. Red Cross Volunteer Workers in full uniform were on hand to answer all inquiries, and this made a most striking lobby display. One of the most impressive displays ever used in keeping with a film at this theatre was the Honor Roll bearing the names of the 50 Allied Airmen who lost their lives during "The Great Escape." Air Force men in uniform stood by the display with heads bowed, their hands resting on their guns, in deep remembrance of "The Fifty." Two large Air Force flags were draped at the background. After patrons saw the film, many stopped by this display to read the names of those who lost their lives. For three months this memorable Honor Roll received continuous and devoted attention. A special theatre foyer display was made up of equipment, pass cards, photographs, tunnel escape material, etc., actually used in the film. For the main lobby we promoted a motorcycle, which was used to play up the escape of Steve McQueen as the motorcyclist. The R.C.A.F. Training Command of Toronto headquarters also erected a fascinating lighted display weeks in advance of opening, and assisted with away from the theatre advertising in all of their stations throughout the area. Special front window displays were used throughout the entire 12 week engagement. A front of house standee using fine reviews by Toronto critics was another eye catcher at all times.

Victor Nowe, manager, Odeon-Carlton, Toronto, Ont., Canada, recently staged a huge Prisoner of War Association premiere of United Artists' "The Great Escape" which was attended by the R.C.A.F. band and Guard of Honor, government dignitaries, and others.

For Theatre-

Tested and Approved

THEATRE

FORMS

AND

SYSTEMS

write to

Exhibitor

Book Shop!

Actual sample sheets
of all "Plus Services"
will be sent on written
request

JAMES E. COLE, manager, State, Lebanon, Pa., held a "How Would You Like To Be 'Miss Yum Yum'" contest recently in connection with his showing of Columbia's "Under The Yum Yum Tree." He lined up a number of merchants who gave prizes to the winner. They included a new car dealer, who furnished a 1964 car complete with chauffeur for the day; a florist who supplied the corsage; a music store which gave $10 worth of records; a dress shop which gave a gift certificate; a bank that gave a $10 savings account; and the local Treadway Inn, which supplied lunch and dinner for the winner. In addition, the winner was interviewed on the morning ladies program on the local television station WLYH; and on the local radio station, WLBR. Her picture was taken and appeared in the Lebanon Daily News and she received a copy of the photograph. Primarily a radio contest, several ads were run on the woman's page of the local paper to reach a maximum number of people. The radio station cooperated by supplying one free spot for each one purchased at the regular rate; and also supplied 10 spots announcing the winner gratis. The contest opened four weeks before playdate and ran for three weeks. Three disc jockeys plugged the contest on their programs as well as the title record. The contest was limited to single girls between the ages of 18 and 25. The merchants, of course, received ad mention stating the prizes they donated. On opening day of the picture, the winner went around town collecting her prizes, as well as being interviewed and photographed by the three media. The local newspaper gave a reader on the woman's page during the contest, a scene mat on the picture and a photo of the winner along with a story. It is estimated that we received at least $200 in free advertising from the paper, radio and tv. The radio also used the open end interview twice on different nights interviewing a different star. Columbia furnished a number of gummed stickers three x four inches to post on poles, etc. However, there is a city ordinance against this, so we did the next best thing and had an aide walk the streets and hand them out to people. We saw evidence that some people placed them on their cars. We also obtained from Columbia a number of lapel buttons with various funny sayings on them. These were given to the cashiers and candy girls to pass out to girl friends in school, which they did. They reported that a number of girls were wearing them and needless to say this caused comment. A special display was utilized for the back of the candy stand.

TONY ANDERSON, manager, Schine's Pontiac, Saranac Lake, N. Y., to get the small-fry's attention to his showing of Buena Vista's "Incredible Journey" talked his local radio station into a contest whereby the kids could write in and tell "Why I Love My Pet." Free passes were prizes and the response was excellent. In fact, some of the teachers in the Saranac Lake grade school system let their pupils write the letters in class. Not content with this, he got his local newspaper to run a coloring contest; and again, the kids just loved it, and responded in full force.

UNIVERSAL

(*Continued from page* EX-573)

week for several weeks of advance promotional activity on the picture. Universal will hold a series of screenings for press representatives and their children in five cities —New York, Boston, Atlanta, Chicago and Dallas in connection with Radnitz's visit and he will also participate in special activities in Washington in connection with the picture.

Stanley Shapiro, producer-writer of "Bedtime Story" was in New York for advance promotional activity on that picture. Shirley Jones, co-starred in the picture, has been aiding in the advance press activity of the picture while in New York and other promotional activity is currently being developed for the early Summer release of the picture.

CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (Help and Situations Wanted advertising not accepted. See "A-Man" CORNER on this page.)

BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combinations. Can be used for KENO $3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

SPEAKER CONES

DRIVE-IN THEATRE SPEAKER CONES BAD? Mail one to us for FREE service; no obligation. Guaranteed Weather-proof. WESTERN ELECTRONICS CO., 3311 Houston Avenue, Houston 9, Texas

THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY INC., 100 Taylor Street, Nashville 8. Tennessee.

THEATRES WANTED

WANTED—Theatre to lease, in Pacific Northwest (Oregon, Washington or Idaho). Will furnish own projection equipment. S. SAMPSON, 513 23rd Ave., San Francisco, Calif. 94121.

USED EQUIPMENT

COMPLETE BOOTH, Brenkert projector. Bargain, must sell. A. H. CARRATT, Starke, Florida.

WINDOW CARDS

WEEKLY THEATRE and drive-in cards, 100-14 x 22-$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23. Pa.

The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you* are looking for a job . . . or IF you* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

***A (WO)MAN is also welcome . . . but in this preponderantly male business. she should specify her sex.**

PROJECTIONIST, 35 years experience, wants job indoor or drive-in. Prefer Ohio. **BOX A34, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

PROJECTIONIST, 20 years experience, desires employment in Florida. Presently employed, available on 15 days notice. **BOX B34, c/a M. P. EXHIBITOR, 317 N. Broad St., Phila. Pa. 19107.**

PROJECTIONIST AVAILABLE at once. 20 years experience indoor and drive-ins. Sober, dependable, reliable, good references. Family man. Prefer drive-in. **BOX B311, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

PROMOTION MANAGER, 15 years experience, 1st run and art film exploitation/theatre manager, TV/radio promotion, time/film sales. **JACK WINTERS, 1885 NW 19th St., Miami, Fla. 33125, phone 305-635-9791.** (311)

ASST. MANAGER WANTED: Young, sober, reliable man with high school education. Able to assume responsibility and desire to advance. Theatre in metropolitan area of New York. Reply with references to **P. O. BOX 421, Newburgh, N. Y.** (311)

MANAGER AVAILABLE, now employed, with 20 years experience in all phases of theatre operation, including concession. Best of references furnished. **BOX C34, c/a M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

PROMOTION MINDED MANAGERS wanted. Permanent, insurance benefits, expanding circuit needs you all. Replies strictly confidential. Send complete résumé, photograph, salary requirements. **JACK ARMSTRONG, Armstrong Circuit, Inc., Bowling Green, Ohio.** (48)

I AM LOOKING for a permanent job. Efficient, honest and experienced in all phases—buying, booking, advertising, promotion. Prefer Penna.-Jersey-New York. Now employed. Can leave April 10th. **VERNON L. KLINE, Bentley Hotel, 5th and Ocean Drive, Miami Beach, Fla. Phone: JE 4-2971.** (318)

PROJECTIONIST, sign painter, display artist available. 18 years experience. Honest, sober, reliable. **BEN NORTHAM, 2217 25th St., Lubbock, Texas 79411.** (311)

PROJECTIONIST, 11 years experience, also booth maintenance. 26 years old, single, sober, reliable. Seeking year-round job only. Can furnish references. Will relocate. **LEWIS L. HAAS, 765 Westcott St., Syracuse, N. Y. 13210.** (311)

MANAGER, 15 years experience, conventional house operation, first run downtown, neighborhood or small town "know how." Will go anywhere. Available now. Salary open. **Box A311, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

Address all Correspondence to— ***The A—MAN Corner*** **Motion Picture Exhibitor**
317 N. Broad St., Phila., Pa. 19107

NOW AVAILABLE

1964-65

Fiscal Year

"Pocket-Size"

DATE BOOK

12 Month Set of Dated Booking Sheets for the full Fiscal Year Starting June 28, 1964

Price: $1.00 for sheets
$1.30 for binder

ALSO AVAILABLE:

Large (9x12) Undated Forms, 3-hole punched
Price: $.50 for 52 Pages
$1.50 for binder

REMEMBER: These, and other Book Shop items are for sale only to subscribers to MOTION PICTURE EXHIBITOR

A **MUST** for every Motion Picture Theatre!

NATIONAL SCREEN'S ALL NEW

DeLuxe

Go-to-Church

TRAILER

Inspiring Narration

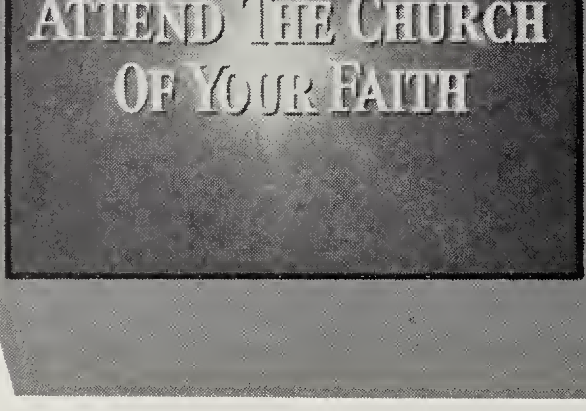
ONE NATION UNDER GOD

Beautiful Music

Unsurpassable Color

Spiritual Grandeur

Photographed On-the-Scene



An Outstanding Achievement in Trailer Production... A Moving Document of Rare Beauty

Of all the Go-To-Church trailers ever produced, *never* have you seen anything to match the scope and breathless *beauty* of National Screen's NEW DELUXE GO-TO-CHURCH Trailer!

Ninety-eight feet of breathtaking COLOR... *magnificent* SCENES... *inspiring* NARRATION... and *specially-recorded* MUSIC give it the spiritual *grandeur*... the *dignity*... the reverence and the *greatness* of a unique emotional experience!

It pays deference *to all Faiths* and to the true concept of religious observance! It will establish *for your theatre*, a high standard of community relations and earn the appreciation and good-will of *all your patrons!*

We, at National Screen Service, are proud of this fabulous institutional film. You as a *SHOWMAN*, will be proud to show it on your screen... for *never before* have you had the opportunity to demonstrate *your civic dedication* with such a magnificent trailer!

(only 7¢ a day — over one year)

ORDER GTC-DL

$25.00

SHOWMANSHIP TIPS

Invite leading clergymen to see and appraise this unusual film. They may possibly suggest a church group which will **sponsor** its exhibition.

The Deluxe Go-To-Church Trailer offers an opportunity for local Service organizations to obtain civic prominence **by sponsoring** its exhibition at your theatre.

for FAST SERVICE ORDER TODAY from NATIONAL SCREEN SERVICE

1600 BROADWAY
New York, N.Y. 10019

OR YOUR LOCAL BRANCH

MOTION PICTURE
EXHIBITOR

MARCH 25, 1964

Volume 71 Number 11

IN TWO SECTIONS • THIS IS SECTION ONE

N.Y. Exhib Offers Distribution Plan

(See page 4)

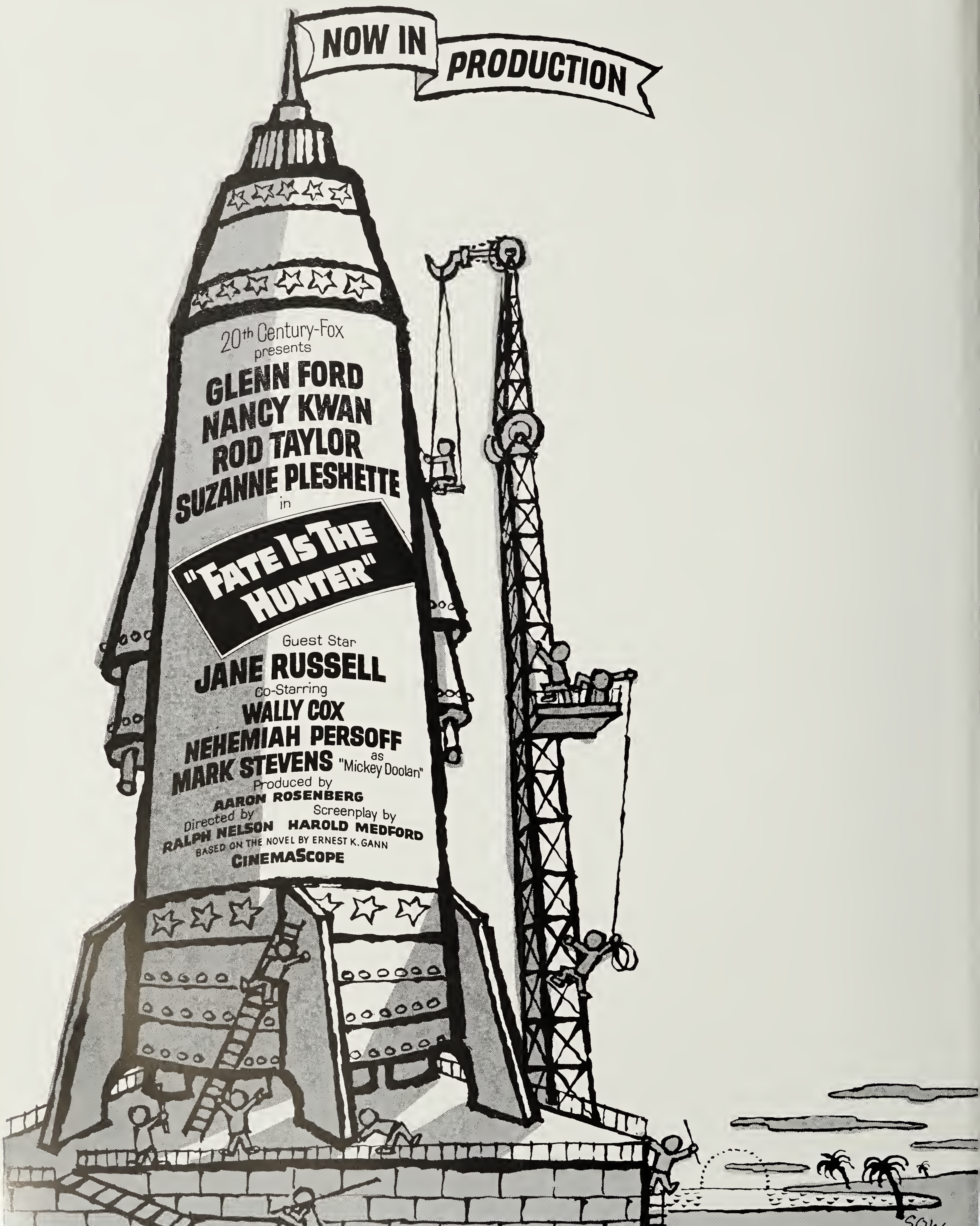
Industry Mourns George P. Skouras

(See page 8)

C. J. Latta, an Iowa boy and managing director of Associated British Picture Corporation, who is also England's "Mr. Variety Club," received an honor rare for Americans when Queen Elizabeth made him Commander of the British Empire in recognition of humanitarian activities.

ARE THEY ASKING FOR LAW SUITS? . . . *see editorial—page 3*

Countdown completed and ready for orbit...at 20th



20th Century-Fox
presents

GLENN FORD
NANCY KWAN
ROD TAYLOR
SUZANNE PLESHETTE
in

"FATE IS THE HUNTER"

Guest Star
JANE RUSSELL
Co-Starring
WALLY COX
NEHEMIAH PERSOFF
MARK STEVENS as "Mickey Doolan"
Produced by
AARON ROSENBERG
Directed by
RALPH NELSON
Screenplay by
HAROLD MEDFORD
BASED ON THE NOVEL BY ERNEST K. GANN
CINEMASCOPE

The Trade Paper Read by Choice—Not by Chance

Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 109 Market Place, Baltimore, Md. 21202. New York field office: 1600 Broadway, Suite 604, New York 10019. West Coast field office: William M. Schary, 818 S. Curson Ave., Los Angeles, Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.: Albert Erlick, editor; George Frees Nonamaker, feature editor; Mel Konecoff, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscriptions: $2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, $5 per year (50 issues). Special rates for two and three years on application. Single copy 25¢. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WAlnut 2-1860.

Member Audit Bureau of Circulations

EXHIBITOR Plus... Showmen's Trade Review

Volume 71 • No. 11 MARCH 25, 1964

ARE THEY ASKING FOR LAW SUITS?

Looking over the industry situation from a vantage point provided by a short breather in Florida, certain things are clearer than ever. It becomes apparent, for instance, that the time has come for the Federal Trade Commission to spend a little less time worrying about fictitious labeling practices and a little more time checking exhibitor charges regarding blind bidding.

A real head of steam is building up over this unfair situation, with more than 100 law suits as definite possibilities. Unless the FTC or some other responsible governmental agency recognizes the seriousness of the problem, they will wind up being unrealistic and also not doing their job fully.

Wherever we go, exhibitors are asking the same question, "How silly can they get?" A theatre operator receives a notice asking for bids on films set for release six months or more from now. The picture has not even been started as yet. It is no secret that the competition for plush holiday dates is keen, and that distributors would like to lock up such playing time as soon as possible, but just how is an exhibitor expected to bid intelligently on a picture he hasn't seen and knows absolutely nothing about. Even if he does bid, he may not hear from the distributor for an unreasonable length of time, keeping him from bidding on other pictures.

Another trade practice that rivals blind bidding when it comes to being unbusinesslike and unfair is ignoring the playdate specified in a successful bid for a picture. In this situation, a theatreman is asked to bid for a picture that is supposed to be played on a specific date. However, some distributors don't pay the slightest attention if the film is eventually played on a different date. They seem to feel like one capable sales executive, who replied when questioned, *"I don't care if he never plays the picture. We got the guarantee."*

This makes one wonder just what the words "as available" mean in a contract. This same question came up many years ago during the days of the Film Board of Trade.

The Grand Theatre, South Philadelphia, had a contract with United Artists for a Mary Pickford picture, to be played "as available." Normally, the Grand played all its pictures after the Broadway Theatre, also in South Philadelphia. The Broadway had delayed playing this picture long after it became available for that particular run.

This writer operated the Grand and was fed up with the delaying tactics of the Warner Brothers Theatres' operated Broadway. The Grand refused to play the picture late, and the dispute was brought before the Film Board of Trade. This writer also sat on the Board as a representative of MGM.

The result was just as expected. The writer disqualified himself since he was an interested party, and as an exhibitor, he lost the case. The three representatives who had voted against the Grand said, in effect, *"We had to or it would have set a precedent for all theatres to follow."*

The judgment was appealed, whereupon the American Arbitration Society appointed a seventh arbitrator, an outstanding Philadelphia attorney who later became a prominent judge. The new verdict was in favor of the Grand; the theatre did not have to play the Mary Pickford picture; and a resounding blow had been struck against the delayed "as available" clause.

EDITOR'S NOTE: Should any doubt be cast on the truth of this story, the evidence is still available to anyone, including the Federal Trade Commission.

Bidding for pictures to keep them away from competitors is unfair and unbusinesslike. The practice of locking up films to be played without consideration for dates specified in contracts can't be defended on moral or legal grounds. If you doubt this, ask your attorney.

We are coming to a time when these problems must be solved. The alternative is business chaos, and the motion picture industry can't survive chaos. Allied and TOA are closer than ever before to combining their efforts into one great organization that will speak for all exhibition. One place where these gentlemen must make their voices heard is with the slow-moving Federal Trade Commission. The Commission has been known to take months to answer its mail, so time is of the essence.

Blind bidding, unreasonable availabilities—these things place an intolerable burden on the nation's theatres. They must be eliminated.

THE IDES OF MARCH

Welcome to the silly season. An ex-attorney, now on the sidelines, defines attorneys as people who think they are philosophers. Why, you ask? Here's his answer: *An attorney is a person who always knows what it is and how to do it—until it happens to him. He keeps learning more and more about less and less, until he finally knows everything about nothing.*

Here's the definition of a cynic, modified slightly to fit the peculiarities of the motion picture industry: *One who knows the price of everything and the value of nothing. A man who doesn't believe in anything, including U. S. Supreme Court decisions, and wants other people to share his beliefs.*

Which brings to mind an explanation for the current product shortage: *It's all a matter of supply and demand. The only trouble is that those who have the supply also do the demanding.*

No one will disagree with the statement that *Competition is the life of trade.* Too often, however, *it can also be the death of profit.*

To top all this off, an exhibitor once said of a pal in distribution, *"If you have him for a friend, you don't need any enemies."*

Exhib Offers Distribution Plan

Gladstone Has Alternative To N. Y. "Showcase" Pattern; Says Theatres, Distribs Both Oppose Current Setup

NEW YORK—After what he describes as a "sharp analytical look" at the "Showcase" distribution plan currently in effect in the New York exchange territory, Benjamin D. Gladstone, Town and Country Theatres, Glen Cove, N. Y., has come up with an alternative.

Gladstone says there is almost unanimous disenchantment with the "Showcase" plan among exhibitors and distributors alike. Instead of curing defects of the historic pattern of release and increasing boxoffice and rental revenue, he adds, it has created other ills still more serious. In his words, "The cure has proved to be worse than the malady.

The release plan he proposes for the New York territory contains the following provisions:

"1. Features to be released to Broadway for premiere showing day and date with all national release situations for indefinite engagements. . . . Those features of insufficient quality to merit Broadway openings to be released for premiere showings to national release situations only.

"2. The more important films only (perhaps 25 per year in number) to be set up on two 'Showcase' runs, each consisting of no more than three theatres in each county, to play for indefinite periods, with Broadway continuing on or not.

"3. All films, the 'more important' following the 'Showcase' engagements and the balance following the national release and/or Broadway engagements, whichever finish later, to play first-run neighborhood situations. First-run neighborhood booking would thus be confronted with no greater problem than was the case under the old plan when Broadway played first-run alone on engagements of indefinite length."

Gladstone says his plan has the following advantages:

It would solve the defect of a large ad budget going for Broadway alone; silence complaints that good pictures aren't around long enough; give distributors the chance to get "all that the traffic could bear" out of important films; restore early privileges to national release situations; please Broadway theatres "by taking the neighborhood houses off their backs; please de luxe situations by providing "Showcase" opportunities on the best films; restore first-run neighborhood situations to their former position except for the limited number of films presented on the "Showcase" pattern; allow the small exhibitor his regular availabilities except for high-admission "Showcase" runs; and give the public ample opportunity to "catch" the big pictures, while restoring an orderly booking situation in neighborhood theatres.

Gladstone submitted his plan to distribution sales heads, and urged its adoption if they agree with him that there are "no flaws."

Glen Alden Dividend Set

NEW YORK—Glen Alden Corporation declared a regular quarterly dividend in the amount of 12½ cents a share.

TOA Spearheads Action Against Theatre-TV Tax

WASHINGTON—The Internal Revenue Service has taken under advisement its proposal to collect an eight per cent excise tax on closed circuit television performances in theatres.

A special Theatre Owners of America committee, headed by Philip F. Harling, is spearheading an action to convince the government that such a tax would be discriminatory and should not be imposed. The committee met with members of the Internal Revenue Service and argued that a proposed tax should not apply in view of present admission taxes.

It was pointed out that a theatre offering closed circuit television would be paying the 10 per cent tax on ticket prices of more than $1, plus state and local taxes, as well as the eight per cent excise tax if the IRS should make that tax mandatory.

The tax meeting was attended by John H. Rowley, TOA president; John H. Stembler, Joseph G. Alterman, and Harling, along with Nathan Halpern, president of Theatre Network Television, and his attorney, Theodore Tannenwald.

Two N. Y. Suits Settled

NEW YORK—William J. Quinn Theatres' two anti-trust suits for the Rome, Pleasantville, N. Y., and the Cameo, Brewster, N. Y., have been settled and discontinued.

Quinn had charged the defendants had unlawfully discriminated against plaintiff's theatres by favoring Stanley Warner in clearances, runs, rentals, and other allowances.

Defendants in the Pleasantville, N. Y., action were Paramount, MGM, Warner Brothers, 20th-Fox, Universal, United Artists, Buena Vista, Loew's Theatres, Skouras Theatres, RKO Theatres, Suburban Theatre Corporation, and Moredall Realty Corporation.

Defendants in the Brewster, N. Y., action were Stanley Warner, Paramount, MGM, Warner Brothers, 20th-Fox, Universal Film Exchanges, Buena Vista, United Artists, and Columbia.

N. Y. House In Benefit Bow

NEW YORK—The Riverdale Mental Health Association will be the beneficiary of the gala opening of the Riverdale Cinema in the Sky View shopping center on April 14, it was announced by Mrs. R. L. Simon, vice-president of the association.

Mrs. Harold Laird is the chairman and Mrs. Samuel Beder is co-chairman of the theatre benefit committee.

The Riverdale Mental Health Association combats mental illness through educational programs including lectures, seminars, and by running a licensed psychiatric clinic for those that cannot afford private psychiatric care.

The theatre benefit has been made possible through Myron Ackerman, president of F & A Theatres Corporation, operators of the Riverdale Cinema.

Hyman's Hollywood Report Sees Better April-May

NEW YORK—Edward L. Hyman, vice-president, American Broadcasting—Paramount Theatres, Inc., announced the release of his new "Report From Hollywood," the latest in his series of orderly distribution books.

Hyman stated that this Report was the most complete and informative in the eight years that it has been prepared and released to the industry. He pointed out that almost twice the amount of pictures had been reviewed for this Report than in prior Reports, and thanked the distributors for their cooperation in making pictures available to him for screening both in New York and in Hollywood to permit him to make the Report so much more complete than heretofore.

Hyman also pointed out that this year, unlike previous years, the Report contained a message prepared by each distributor individually, which reflected each distributor's aims and purposes for the ensuing year.

Three thousand copies of the Report are being distributed to persons in the industry, with the initial copies being sent to all those whose efforts on behalf of Orderly Distribution have proven so invaluable.

Business will be better this year Hyman said, because of more and better films, better weather, and improvement that will take place in April and May.

Hyman, during the course of a meeting with the press, discussed the April-May period.

Hyman stated that he believed that business during April and May of this year will be improved by the additional pictures available for exhibition as well as the drive that he believes will be put on by all segments of the industry during this period.

He pointed out that the April-May Project had been started more than four months in advance of the period, and everyone had been given more than ample time to publicize and promote the pictures to be released during this period and make the most out of them.

He then stated that he was hopeful that the distributors might see fit to open some of the summer pictures during the month of May, thus providing additional quality product during that period and taking some of the pressure off the summer. He urged the distributors to do so wherever possible, pointing out that this would also have the effect of making these pictures available in the summertime for subsequent-run theatres.

Commenting on other factors relating to successful theatre operation, Hyman urged all exhibitors to make sure that projection and sound in their theatres was of the best quality possible to insure the best show possible. He also urged showmen to take full advantage of the Academy Awards' promotion. This year they are more valuable than ever, he pointed out, since so many different pictures had been honored by the Academy.

In the Comedy Style of
"Pillow Talk" "Operation Petticoat"
"Lover Come Back" "That Touch of Mink"

The Funniest story ever put Between covers!

The Sin-tillating Capers of Two Cunning Con Men who Fleeced the Sexiest Chicks on the Riviera...

UNTIL EACH DECIDED TO BECOME KING OF THE MOUNTAIN!

Marlon Brando · David Niven

Shirley Jones

"Bedtime Story"

In Eastman **COLOR**

Written by **STANLEY SHAPIRO** and **PAUL HENNING** · Directed by **RALPH LEVY** · Produced by **STANLEY SHAPIRO**
Executive Producer **ROBERT ARTHUR** · A Lankershim-Pennebaker Production · A UNIVERSAL PICTURE

THE HOT ONE FOR THE SUMMER!

UNIVERSAL CITY STUDIOS

Md. Anti-Bias Bill Focus On Hotels, Restaurants

ANNAPOLIS, Md.—The new Maryland state-wide public accommodations law enacted by the General Assembly on March 14 and effective June 1 applies to the following types of establishments: "Any hotel, restaurant, inn, motel, or an establishment commonly known or recognized as regularly engaged in the business of providing sleeping accommodations, or serving food, or both, for a price, and open to the general public.

"Such places or portions of them such as bars, taverns, or cocktail lounges, which are primarily devoted to the sale of alcoholic beverages are not included. 'Primarily' means greater portion of sales, according to cash receipts."

The law prohibits an owner or employee of such a place from refusing service to a person on grounds of race, creed, color, or national origin. It reserves the right to refuse service on the basis of dress, manners, prices, credit, and other considerations which such place generally uses to establish a desirable level of clientele.

The law does not apply to barber shops, beauty salons, bowling alleys, swimming pools, roller rinks, or any type of business not specifically mentioned.

Commonwealh Dividend Set

NEW YORK—The directors of Commonwealth Theatres of Puerto Rico, Inc., have declared a 12½ cent quarterly dividend on the company's common stock, payable April 20 to holders of record March 25.

The company reported that board members and other insiders holding an aggregate of 392,175 shares have waived their right to the dividend to facilitate company's current expansion program.

Commonwealth, in addition to being Puerto Rico's leading film exhibitor, presently has under construction a 12-story office building scheduled for completion this year. The building, as well as the two adjoining theatres now being built, will be located in the center of the financial district, Santurce. Commonwealth also is engaged in vending, concessions, screen advertising, and film distribution.

Detroit Downtown Renewal Gets New $8.9 Million Hypo

DETROIT—Once again a bulletin on the current downtown reconstruction period destined to swell movie patronage in the area:

Five years ago, Kern's, the city's third largest department store covering an entire city block, was closed. The shell, on prime property, is described as "dilapidated and economically obsolescent." This understatement describes an eyesore through which the winds whistle. The ground floor is punctuated by cheap transient stores inserted where show windows once glittered.

Now the federal government Urban Renewal Administration has approved a plan to buy the property, demolish the building, and replace it with a center for retail, office, and other commercial use.

Cost of these three steps is estimated at $8.9 million, one-third to be born by the city, two-thirds by the URA.

Housing director Robert D. Knox believes about $4 million will be recovered when the property is sold.

Early Trial In Trust Suit

NEW YORK—A Mineola Supreme Court Justice has ordered an early trial in a suit by four Nassau theatres which claim two movie chains and a distributor are keeping the best films to themselves.

Justice Joseph A. Suozzi called for an April 6 trial of the suit by the Glen Cove and Town theatres in Glen Cove and Wantagh and Hewlett Theatres against the Skouras Theatres Corp. and United Artists. He dismissed the suit against Century Circuit with permission to the plaintiff to file an amended complaint.

Pictured at the recent screening of Embassy's "Zulu" in Toronto, Canada, were, left to right, Richard Burton, Joseph E. Levine, Stanley Baker, co-producer and star of the film, and Elizabeth Taylor.

Censors Can Do Without Diplomas, According To Md. Personnel Dept.

BALTIMORE, MD.—Of interest is the statement of a spokesman for the State Personnel Department, ultimately responsible for setting state job requirements, who said less than a high-school education is adequate background for a reviewer on the Maryland State Board of Motion Picture Censors.

Motion picture inspectors, who also review films, are required to be high school graduates, but applicants may substitute any work "in continuous contact with the public" on a year for year basis for high school.

The Maryland censor board now employs an inspector—reviewer with only an eighth grade education and a senior inspector who completed the tenth grade. Two board members also lack high-school education, making four of six reviewers without the requirements. Board members are not subject to job requirements and regulations. Wayne W. Ransom, assistant commissioner of personnel, said, "The education and experience qualifications are adequate for the job, in my opinion. The important thing we are looking for is maturity."

If a man meets the minimum age of 23 and has been out earning a living, Ransom noted, he will normally satisfy this requirement.

According to the censor board, maturity or good judgement is sought as the inspector, when reviewing films, should judge movies as a whole, weighing questionable scenes for artistic, sociological, or scientific aspects. Ransom said he is not sure if a person with less than a high school education is qualified to make such judgments. He indicated this is left to the board to decide.

"While we are responsible for establishing job qualifications," he said, "we rely heavily on each agency to determine what they need to get the job done." Personnel, he said, discusses the qualifications requested by the agency and can alter them. But this is seldom done and never has been done with the censor board.

The three-member Board of Maryland Motion Picture Censors was established in 1916. Only three other states have such boards: Kansas, New York, and Virginia. About 28 cities also censor movies.

The Maryland board is composed of Norman C. Mason, chairman; Mrs. Rosalyn M. Shecter, vice-chairman; and Mrs. Mary Avara, secretary.

Roth Now Producers' Rep

NEW YORK—Harold Roth, who has served as vice-president and general sales manager of Bronston Distribution, Inc., announced that he will shortly be opening his own offices in New York, with a new concept for producers' representative.

Prior to his association with Bronston over the past three years, Roth was associated for three years with Mike Todd. He was assistant to Morris Lefko, and later became supervisor of sales for both "Around The World In 80 Days" and "Scent Of Mystery."

With Bronston, he was responsible for the establishment and implementing of sales policy on "El Cid" and "55 Days At Peking" with Allied Artists.

UA Circuit's George Skouras Dies; Famous As Executive, Humanitarian

NEW YORK—George P. Skouras, 68, died on March 16 at his apartment in the Sherry Netherland Hotel after an illness of several months. He was chairman of the board of United Artists Theatre Circuit.

He is survived by his wife, Julia; his daughters, Mrs. Thana Skouras and Odyssia Skouras; two grandchildren, Martin and George; as well as a brother, Spyros, who is currently chairman of the board of 20th-Fox Film Corporation.

George Skouras was born in Skourohorion, Greece, in 1896, the youngest of 10 children.

In 1911, he came to the United States to join his brothers, Charles and Spyros, in St. Louis. Three years later, the three brothers, in a partnership that was to continue all their lives, acquired their first interest in a motion picture theatre in that city. This grew to a circuit of 40 theatres known as the St. Louis Amusement Company, which operated deluxe first-run theatres in the city of St. Louis as well as neighborhood and small-town theatres throughout the Missouri. George Skouras was general manager of these theatres.

The Skouras Brothers were responsible for the merger of Warner Bros., Associated First National Theatres, and the Stanley Company of America. In 1929, they left St. Louis to become associated with the Warner Bros. company in charge of their theatre interests. George was the general manager of the theatres under his brother, Spyros, where he established the Skouras system of theatre operation in the Warner Bros. circuit throughout the United States.

The Skouras Brothers later separated from Warner Bros. In October, 1931, they formed the Skouras Circuit of 75 theatres in the Metropolitan New York area, of which George was president. Charles and Spyros took over the operation of the National Theatres Corporation, comprising several hundred theatres west of the Mississippi.

George Skouras became chairman of the board of United Artists Theatre Circuit, Inc., after serving as that company's president until his retirement in December, 1963. He also was president of Magna Pictures Corporation, which produced and distributed Rodgers and Hammerstein's "Oklahoma!" and "South Pacific" in the process known as Todd-AO, which George Skouras helped to develop.

He has long been known for his far-reaching political vision and public-spirited endeavors. He took a very active part in the "Fight for Freedom" Committee to awaken Americans to the danger from both Germany and Japan.

In October, 1940, immediately after the invasion of Greece, Skouras and his brothers formed the Greek War Relief Association. He personally led a drive by the motion picture theatres of the country which raised nearly a million dollars for this purpose. He also organized the first radio show on which all the artists and great names in the stage and motion picture world appeared for the benefit of Greek War Relief.

Immediately after Pearl Harbor, the sale of stamps and later of war bonds in theatres was started by George Skouras in the Skouras Theatres. Later, all of the theatres throughout the country initiated a similar project, and through them, untold millions of dollars of bonds were sold.

GEORGE P. SKOURAS

During World War II, George Skouras joined the Office of Strategic Services. He was sent to Cairo and subsequently to Greece, where he operated behind the German lines. He was awarded the Bronze Star for his valor. His interest in the rehabilitation of Greece continued long after the war. In the spring of 1946, he visited 42 cities on behalf of "Animals for Greece," a program which he instigated for the Greek War Relief Association. Through his efforts, 24,000 animals as well as farming implements, seed, and food were shipped to Greece.

It was his conviction that the aid of the United States in the rehabilitation of war-torn countries like Greece was essential if they were to withstand the pressures of Communism.

Throughout his years, George Skouras championed many charitable and humanitarian causes. In 1948, the Skouras Theatres presented a plot of land to Queens County to found the Boys' Club of Queens in Long Island City, as a means of combatting juvenile delinquency.

In 1959, he was responsible for organizing the first motion picture industry effort to raise funds for Brandeis University, of which he was a Fellow.

A positive influence and a constructive leader has departed the motion picture industry scene.

An overflow crowd of hundreds attended the funeral services for Skouras at the Greek Orthodox Cathedral. A Byzantine liturgy was officiated by His Eminence Archbishop Iakovos, Primate of the Greek Orthodox Church of North and South America. Assisting Archbishop was the Right Reverend Pappadias, Dean of the Cathedral, and six other priests and archimandrites.

Pallbearers were Spyros S. Skouras, Plato A. Skouras, Spyros D. Skouras, Thanos Skouras, Commander Albert Carneghi, Dr. George Fowler, Jack Jungmeyer, William D. Oldknow, Oren Root, and Max Youngstein, all members of the immediate family. Honorary pallbearers included a host of prominent motion picture executives.

A private burial service was conducted at the Gates of Heaven Cemetery, Valhalla.

Charges Continue To Fly In Calif. Pay-TV Hassle

LOS ANGELES—Creation of an "Academy for Subscription Television" was branded as a pay-tv front "hiding behind the sham of fictitious public service," by Frederick C. Dockweiler, southern California chairman, Citizens' Committee for Free-TV.

"This so called academy is nothing less than a bald attempt to brainwash the California citizens into paying for the same television entertainment they are now receiving free," he said.

Dockweiler charged that the "academy" was a "weak attempt" to offset the broad-based public support which is being given an initiative movement by his committee to repeal a pay-tv law rushed through the Legislature last year.

Dockweiler charged that the first news release of the academy contained "many untruths."

"For instance," he said "the academy states that many sports programs are being blacked out from television viewers. The pay-tv people, who are the Academy people, well know why the Giant and Dodger baseball games are being blacked out. It's because the managements of these clubs are stockholders in pay-tv.

"In other American cities where there is no pay-tv, baseball fans can see a substantial part of baseball games free on tv. For instance, at New York, there are 129 free National League games telecast, including 77 home games. In the American League, New York has 77 free game telecasts, including 53 home games.

"Contrast this with only nine away from home games telecast by the Los Angeles Dodgers, and the same number by the Giants.

"On the one hand, full page newspaper advertisements by pay-tv announce they won't compete with free-tv programming, and will only cater largely to the intelligencia. Yet, this Acadamy gets nearer the truth by predicting pay-tv will program the same kind of movies, sports, and drama programs now being enjoyed by the public on free-tv," he said.

"The Academy talks much about private enterprise and letting the tv viewers decide whether they want pay-tv. Pay-tv would destroy private enterprise in the realm of free-tv and set up an uncontrolled monopoly for the benefit of that relatively small number of families who could afford pay-tv. As a matter of fact, the 85 percent of the American families who couldn't afford pay-tv would have no voice in the matter whatsoever."

TOA, MPAA Exchange Kudos

NEW YORK—John H. Rowley, president, Theatre Owners of America, in an unprecedented action recently sent Ralph Hetzel, acting president of the Motion Picture Association of America, a letter expressing appreciation for the excellent cooperation and working relationships that have existed between TOA and the MPAA staff. He also enclosed a TOA resolution commending expanded use of the Green Sheet.

In replying to Rowley, Hetzel said, "We value very highly indeed the constructive cooperation we have received from you and the people in your organization. I feel it is an important factor in the new period of vigor and growth for our industry which has already begun."

TONE Vigilance Defeats Five Anti-Industry Bills

BOSTON—Five bills, which would have adversely affected the motion picture industry in Massachusetts, have been defeated through vigorous opposition efforts of TONE, Theatre Owners of New England, and its executive secretary, Carl Goldman, who appeared at hearings at the State House to register the objections of the exhibitor organization.

A classification bill, which was seen by exhibitors as a "sneak attempt" at censorship, since censorship of films is outlawed in Massachusetts, was given an adverse report by the Mercantile Affairs Committee, debated on the floor of the House, and finally killed.

This bill, petition of Rep. Thomas F. Farrell (D), Worcester, Mass., called for "an investigation by a special commission including members of the General Court relative to determining whether motion pictures should be classified with respect to the types of audiences who should view said pictures."

Exhibitors were warned some time back to be on the outlook for attempts at censorship in the Massachusetts Legislature after the widely circulated opinion handed down by Edward W. Brooke, Attorney General, that local licensing officials do not have the authority to ban or censor pictures.

A bill which would have taxed closed circuit television programs of athletic and other events in motion picture theatres, filed by Rep. Norman S. Weinberg (D), Brighton, was opposed and defeated by an adverse committee report. The bill asked that "any person, firm, or corporation conducting closed circuit television programs of any athletic or other event shall collect from patrons thereof an amount equal to five per cent of the ticket or admission fee, and shall turn over said amount with verified reports of receipts thereof to the state treasurer."

This bill to legalize the game of Jai-Alai, "an act authorizing the operations of fronters for the exhibition of the game called Jai-Alai and permitting wagering on the pari mutuel or certificate system of wagering in connection with," was defeated in the House.

A bill calling for legislation to increase from 16 to 18 years the age requirements for a license to operate a motor vehicle, which would have affected drive-in theatre business, was opposed and defeated. Also defeated was a petition to prohibit the operation of motor vehicles by persons under the age of 18 during the hours of 11 p.m. and 5 a.m. The Massachusetts law presently prohibits these people from driving between the hours of 1 a.m. and 5 a.m.

N.Y.U. Honors A. Schneider

NEW YORK—Columbia Pictures president A. Schneider received the annual Madden Memorial Award from New York University's School of Commerce given each year to NYU alumni "whose careers have exemplified outstanding achievement in business, industry and professional life."

At the luncheon held at the NYU Club in New York, Schneider was also presented with a scroll which cited him for bringing "outstanding financial acumen and administrative enterprise to bear on the good fortunes of Columbia Pictures Corporation."

Brenner Gets "Sadistics"

NEW YORK — Joseph Brenner Associates has acquired for distribution in the United States and Canada, the feature, "The Sadistics," from BSJ Productions of Hollywood.

N.Y. Assembly Reports Favorably On Two Marano Classification Bills

ALBANY—Favorably reported by the Assembly Codes Committee was the Marano bill amending the Penal Law to make it a misdemeanor for a person to admit or allow to remain in theatre any "unaccompanied" child under 16 years of age, if a picture which the exhibitor, "by his own action, has advertised in any form or manner as for viewing by adults only or recommended for adult patronage only" is being shown. The measure excepts from its ban a child "accompanied by his or her parent or legal guardian." The bill would take effect Sept. 1.

At the same time the 18-member Codes Committee reported a second Marano film act which would make it a misdemeanor for a person to sell or show to anyone under age of 18, any motion picture which is obscene, as now applies to still pictures or photographs, books, pocket books, pamphlets or magazines, instead of the present provision concerning the selling or showing of a "pornographic" motion picture to such minor.

Apparently designed to give local enforcement officials power to move against the exhibition to persons under 18 of certain questionable motion pictures, the bill also would take effect Sept. 1.

Sponsor Luigi R. Marano is chairman of the Joint Legislative Committee on Offensive and Obscene Material.

While reporting the Marano proposals, Assembly Codes Committee voted down a bill by Assemblyman Noah Goldstein, Brooklyn Democrat, to amend Penal Law in relation to barring the admission of "any child actually or apparently under 18" from a moving picture theatre in which the viewing of a film exhibited is advertised "as limited to adults only." Goldstein proposed this ban, regardless of whether the person under 18 were "accompanied by parent, guardian, or person authorized by either of them."

Chairman Marano's two classification bills —compulsory and advisory—were referred by Assembly Education Committee to the Rules Committee. This transfer permits them to be kept "alive" up to adjournment.

The sum of $25,000 would be appropriated for continuing the life of the Joint Legislative Committee on Offensive and Obscene Material for another year, starting April 1, under the terms of a resolution introduced by chairman Marano, and by Senate Rules Committee.

The committee is slated for a new chairman in 1964-65, Marano having announced he would resign from the Assembly before the June 2 primaries to run for Congress on the Republican ticket from a Brooklyn district.

Keir Dullea, star of MGM's "Mail Order Bride"; Robert Moses, president, 1964-65 N. Y. World's Fair Corporation; and Lois Nettleton, who also stars in "Mail Order Bride," officially opened MGM's Bounty World's Fair Exhibit at the Fair Marina.

Philadelphia To Welcome New Northeast Theatre

PHILADELPHIA—A new motion picture theatre will be built on Bustleton avenue at Woodhaven road, directly opposite the Lumar Shopping Center in Philadelphia's northeast.

Construction plans have been completed, and building will commence this spring, according to Posel Enterprises, the owner and developer of the site. Designed by Robert Linder Associates, consulting engineers, in cooperation with Carreiro Industrial Designers, the theatre will have a seating capacity of 1300 and free parking for over 1000 cars. It will incorporate staggered seating, a giant 60 foot wide screen, and the most technically advanced projection and sound equipment for both 35 and 70 millimeter pictures.

Patron comfort keynotes the design of the structure and its equipment: an auditorium completely sound-insulated from the spacious lobby, luxurious restrooms, wider than conventional spacing of seat rows, a generously proportional seat, and a floor slope specially designed to afford every patron an unblocked view of the screen.

A late summer opening is planned.

Goldberg To Foundation Board

NEW YORK—Fred Goldberg has been appointed to the executive board of the Kidney Disease Foundation of New York. Goldberg is a vice-president of United Artists Corporation. He also is chairman of the advertising and publicity directors committee of the Motion Picture Association.

Col. Giving Sunshine Coach

LONDON—Jim Carreras announced that Columbia Pictures, in conjunction with Sam Spiegel, are presenting a Sunshine Coach to the Variety Club of Southern California in memory of Bill Blowitz, who was so tragically killed recently. This follows the lead made by Colonel Jack L. Warner in presenting two Sunshine Coaches to the same Tent.

Calif. D-I Files Suit

SAN FRANCISCO—The Rancho Drive-In, Richmond, Cal., has filed a $2,100,000 antitrust suit in Federal Court here against 20th-Fox, Buena Vista, Columbia, MGM, Paramount, Universal, Warner Brothers, Fox West Coast, National General Corporation, and Blumenfeld Enterprises.

The complaint charges the defendants have prevented the drive-in from obtaining first run product since its opening in 1953.

Film Councils' Atlanta Convention Will Honor MGM's Reissue Program

NEW YORK—MGM will receive a special citation at the annual convention of the Federation of Motion Picture Councils of America in Atlanta, April 1-2, for its efforts in bringing back the great motion pictures of the past and for its continuing reissue of all-time favorite films based on the classics. The unit at MGM which handles this program is under the direction of Fred Schwartz.

The development of the special MGM unit by Schwartz has been directed toward exhibitor-community relationship. His longtime background as head of a leading theatre circuit has given him the intimate knowledge of how to combine the interests of community and theatre. With the current extension of the use of the Green-Sheet by theatres and press, it is of interest to note that 15-years ago, Schwartz was one of the first theatre operators in America to distribute the Green-Sheet to his patrons.

The citation by the Motion Picture Councils will be presented at the wards banquet, the concluding night, April 2, and will be accepted for MGM by Si Seadler, who will also be on the program that morning. Seadler's address will be "Bringing Back Great Motion Pictures—How the Film Councils Inspired An Important MGM Project." He will describe the operations of the unit whose promotion he handles, illustrating its two most successful series, "Golden Operettas" and "World Heritage Pictures," with 16mm reels relating to them. In behalf of the latter series, he will show newsreel footage of the record-setting engagement at Stanley Warner's Wellmont, Montclair, N. J., which through the combined efforts of its managing director, Harry Wiener, and MGM, attracted 40 bus-loads of students from outlying territories.

The Federation of Motion Picture Councils has extensive coverage in the nation and its tribute to MGM points up the renewed respect and attention which the press and national organizations are giving the motion picture industry.

Selected representatives from each Council will attend plus a large Atlanta delegation. Each Council represents up to 75 local organizations in their communities, including educational affiliations, religious, library, service clubs and other areas, so that in the aggregate their representation is literally in the hundreds of thousands.

Brazil Gets Film Date

NEW YORK—Madame Dora A. de Vasconcellos, Consul General of Brazil in New York, announced her sponsorship of the release of the film, "The Given Word," in America, released by Lionex Films.

'The Given Word' is a drama of human conflict in present-day Brazil. The film received the Grand Prize at the Cannes Film Festival and also the Grand Prize at the San Francisco Film Festival, as best picture of the year.

The opening of this film at the Beekman on March 24 marked a milestone for the Brazilian motion picture industry. Several other quality Brazilian films will hopefully be released in the United States in the very near future.

Famous Players Reports Profit Rise, Bright Prospects

TORONTO—President R. W. Bolstad told stockholders that profits of Famous Players Canadian for 1963 were $1,929,921, or $1.11 per share, as compared to $1,802,079, or $1.04 per share in 1962.

Profits on the sale of fixed assets and investments for 1963, not included in these figures, are $109,366 or six cents a share, compared to $865,370 or 50 cents a share in 1962.

Bolstad was optimistic as to the future, saying, "With generally favorable weather conditions, a better flow of boxoffice attractions, our theatre operations for the first part of this quarter are showing an improvement over the same period last year."

Theatres, Movie And Legit, Planned For Baltimore

BALTIMORE, Md.—Morris Mechanic announced details of his plan to build a 1500 seat stage and movie theatre in Charles Center.

Mechanic said the 30,000 square foot building would be erected on the southwest corner of Charles and Baltimore streets, site of the old Sunpapers Building, with a row of retail stores next to it. The total cost of the project is expected to be almost $4,500,000.

Under the plans, the city will rent the land to him under a 75-year, $30,000 a year lease, with a purchase option for the first 30 years.

Mechanic said this theatre, of modern design, would be built above a row of ground-level stores, with a street entrance to the theatre. There will be parking for 150 cars under ground.

Another local man is going ahead with plans to open his own legitimate theatre in the fall. He is Ross Chapple, formerly of Philadelphia, and his plans call for a suburban playhouse offering a varied program of straight plays and musicals on a year-round basis.

Chapple has been associated with the organization running the Painters Mill Music Fair, Owings Mills, since 1960, and his theatre is modeled on the tent concept.

General D-I Plans Theatre In Mass. Shopping Center

BOSTON — General Drive-In Corp. will build a new 1,200-seat hard top theatre in Saugus, Mass., in the New England Shopping Center development on Route 1, Richard A. Smith, president of the Boston based national theatre chain, and Alan J. Green, president of the center, announced.

Smith said the theatre will be "in the tradition of the highly successful cinemas at Northshore and Shoppers' World" in the Boston suburban area, and the 20 others which the chain has erected in shopping centers across the country in the past three years.

The New England Shopping Center was selected as the location of the circuit's new theatre because of the tremendous population growth of the area and the obvious need for increased recreational facilities, Smith revealed. The center itself occupies approximately 400,000 square feet. Construction of the theatre begins shortly, and the house is scheduled for a fall opening.

Pushback seats on an inclined floor, a building design which will eliminate traffic congestion and box office queues, and acres of parking space, stereophonic hi-fi speakers concealed in auditorium walls, air conditioning system changing from heating to cooling, art gallery, staggered seating providing unobstructed views from every seat, and huge 62-foot screen are some of the features for the new theatre.

General Drive-In Corp. has been a pioneer in the development of the shopping center theatre, "just as it was a leader in the development of the drive-in theatre during the 40's and 50's," Smith pointed out. Its first shopping center theatre opened in Shoppers' World, Framingham, Mass., in 1951. During the past year, the company added similar theatres in Peabody, Mass.; Cutler Ridge, Fla.; Chicago; Charlotte; Austin, Tex.; Fort Lauderdale, Fla.; Madison, N. J.; Orlando, Fla.; Cleveland; and Dallas. Fifteen more theatres are planned for construction during 1964.

Choose Your Language!

LOS ANGELES — Cinerama's "American Journey" show for the U. S. Pavilion at the N. Y. World's Fair will be presented in five languages, it was announced by Jeremy Lepard, producer-director of the 15 minute presentation.

Morris Lefko, vice-president and general sales manager for MGM, recently presented to Paul Newman, star of MGM's forthcoming "The Outrage," the trophy voted him by the Foreign Press Association naming him "World Film Favorite."

Hollywood
FOREIGN PRESS
ASSOC TIO

Embassy president Joseph Levine was recently congratulated by Natalie Wood, left, and Dana Wynter after accepting three awards at the annual Golden Globes Awards dinner of the Hollywood Foreign Press Association.

ELECTRIFYING!
PROVOCATIVE!
DARING!

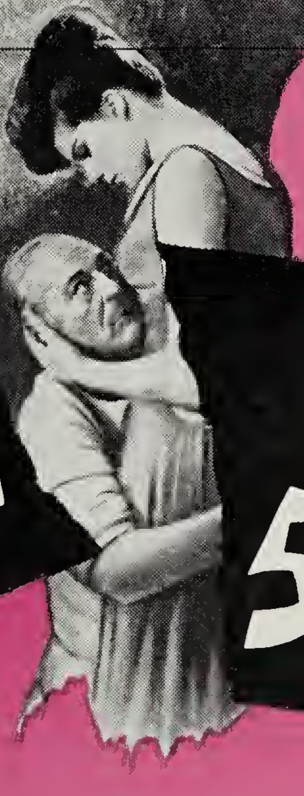
TRICIA
EAL

BEST
ACTRESS
AWARD
N.Y. Film Critics

The
story
of an
insatiable
longing...
an
incredible
love!

SAMANTHA
EGGAR

The girl
to watch...
A new
star
sensation!



COLUMBIA PICTURES presents

PSYCHE 59

arring

ATRICIA NEAL / CURT JURGENS / SAMANTHA EGGAR / IAN BANNEN

Screenplay by JULIAN HALEVY / Based on the novel by FRANCOISE DES LIGNERIS / Produced by PHILLIP HAZELTON / Directed by ALEXANDER SINGER A TROY-SCHENCK PRODUCTION, LTD.

Perils Of Cambodia Cited By "Lord Jim's" Winikus

DETROIT — Effects of our international Asiatic problems came sharply into focus with the arrival here of Francis M. Winikus, publicity director for Columbia's "Lord Jim."

For five months, a unit under the direction of Richard Brooks has been shooting the film starring Peter O'Toole, Curt Jurgens, Eli Wallach, Paul Lukas, Jack Hawkins, and Daliah Lavi in Cambodia. Winikus' job of disseminating publicity on the shooting was pretty frustrating until he got out of the country. The Cambodian government, in the midst of native and international throes, clamped down on all releases.

Now, he told the press, it can be told. An existing encampment of Buddist novices was incorporated into the film. Sequences were shot at the spa of Kep, the ruins of Angkor, in 10 weeks of 120 degree heat in the jungles. Concluding shooting will be at Shepperton Studios outside of London.

Brooks has directed such films as "Cat on a Hot Tin Roof," "Elmer Gantry," "Sweet Bird of Youth," and "Blackboard Jungle." Winikus did not state whether or not Brooks directs his marriage to actress Jean Simmons. "Lord Jim" is his first as writer, director, and producer. It is based on a Joseph Conrad novel.

It appears also that a new breed of super-specialist is evolving. In the company of over 150 were virtually all of the technicians who created "Bridge Over River Kwai" and "Lawrence of Arabia."

Winikus was convoyed here by publicist Max Gurman.

Radio City Honored

NEW YORK — A citation was awarded Radio City Music Hall by the Protestant Council of the City of New York for providing the facilities of the theatre for the annual United Easter Dawn Services.

The citation, in the form of a parchment scroll, was presented to Russell V. Downing, president of the theatre, at the Council's general assembly dinner.

The finest carbons ever made...
NATIONAL
TRADE MARK
PROJECTOR CARBONS

The NEW YORK Scene

By Mel Konecoff

PRODUCER ROSS HUNTER has been in town working his head off promoting his latest for Universal, "The Chalk Garden," making extensive television and radio appearances in addition to his press activity. We caught up with him at lunch the other day, and, as usual, he was a font of opinion and information.

He reported that he's got eight months to go on his contract with Universal, and while he thought that company was a fine one, he admitted that he was listening to overtures from all the other studios. He doesn't know what he is going to do come renewal time. "The Chalk Garden," incidentally, will have its world premiere in London on April 2.

Hunter recalled telling Dame Edith Evans how great she was in the film, and she looked at him and asked, "Why are you surprised?" When she first went to his hotel room for an interview for the part, she asked the youthful-appearing Hunter where the producer was. When he replied that he was the producer, she retorted, "Don't joke, child." At this point, he shrugged and admitted he was standing in for his dad. From that point on she referred to him as "dad" throughout the filming of the picture. One of the reasons he made the film in England, although he prefers Hollywood filming, was because he thought Hayley Mills was right for the juvenile lead, and she was going to school there.

The producer, who has made 30 features, wants to be more selective in what he makes and not have to bow to orders from the front office. Said he, "Once in a while, you have to do a picture for yourself as well as the public." Some studios, he opined, are running scared, and they are putting anything on the boards. This is a mistake because audiences today are more selective than ever, and they will not go for anything. The big problem today is the high cost of production with the director, producer, and writer, as well as the stars, asking exorbitant prices. For instance, in 1954, he made "Magnificent Obsession" for $850,000, and if he were to repeat it today, it would cost 3 1/3 millions. He blamed the higher costs partially on the fringe independent producers, who grant the outlandish requests because they are financed by distributors. Today, a distributor must get three times the cost of a color picture in order to break even. Ultimately, the producers won't be able to get their prices from the companies, and costs will then be more closely controlled.

Once a picture is completed, it has to be nursed along. After all, the public doesn't have to come to theatres to see pictures. In line with this, he would like to visit other principal cities if he has the time. Said he, you have to give 'em something special and exciting. He has eight properties in work because he believes in always being ready for when a star is available, and despite the popular belief, he doesn't like filming remakes because there is so much to live up to.

Hunter was of the opinion that pay-tv will be the big thing. There is no doubt, said he, but that we will be making our pictures for television in the future.

VIEW FROM A DAIS: Last week, our local Variety Club, Tent 35, held its 15th anniversary luncheon at the Hotel Americana, and we wound up sitting on the dais. How did that happen, we heard the voice in the balcony inquire?

Well, it seems that chief barker Jack Levin and associates twisted our arm until we agreed to take on the job of press guy. Shortly thereafter, luncheon chairman Irving Dollinger called to ask how would we like to be chairman of the luncheon. After we politely declined, all kinds of people insisted that we at least sit on the dais.

So there we were with such worthies as Nat Nathanson, Lee Koken, Mort Sunshine, Saul Jeffee, Harold Zeltner, Ira Meinhardt, Bob (Mr. Broadway) Shapiro, Sylvia Pimstein, Charlie Smakwitz, vowel manipulator Al Kelly, Ed Lachman, Charlie Alicoate, Herman Schleier, David Rosen, Bill Reddick, and Ed Finneran.

It's quite a sensation reaching for the right silverware; listening to international representative Nathanson expound on the virtues of Variety; listening to Dollinger; trying to get a well-done hunk of beef; and fighting off Sylvia Pimstein pushing a raffle book containing 10 dollar tickets. (Aside to S.P.: In our circle, if anyone has 10 dollars, they right away move to a better neighborhood.) Someday, we'll have to do a piece on facing a sea of faces.

The Tent is doing nicely, thank you, in the fields of membership and heart projects. There are three of the latter—the Institute of Applied Biology, which is battling cancer; the Nassau Philanthropic League, which is helping handicapped youngsters; and a playroom at the Flower Fifth Avenue Hospital. More are in the works.

Charlie Smakwitz urged early reservations for "A Night At Yonkers Raceway" the evening of May 26, and Ed Lachman urged early reserving for the international convention at Buffalo June 30 to July 2. Al Kelly provided the laughs.

Leave us warn would-be dais sitters that there is another hazard to sitting up yonder, and that is by the time you can get off to get your coat out of hock, you're on the tail end of the line.

ATTENTION HENRY LIMPET JUNKETEERS: Robert E. McHenry, Florida Development Commission, phoned to say that the reason you didn't get the coconuts you sent to assorted relatives, editors, etc., was because the labels came off due to wetness or because they were stolen when the station wagon broke down. Also, some states have regulations concerning coconuts.

IN MEMORIAM: The industry mourned the deaths last week of George Skouras, a well known figure in all phases of motion pictures and philanthropy, and Bill Blowitz, who did such a fine job of creating well known figures as a public relations expert. Both gentlemen will be missed sorely by the industry they served so well.

(*Continued on page* 14)

"Love" Represents U. S. In Argentina Festival

NEW YORK — The United States has officially accepted the invitation of the Government of Argentina to participate in the 1964 Buenos Aires Film Festival March 29-April 9. This is the sixth year for the Argentine Festival, which was previously held in Mar Del Plata and has now moved to the capital city.

"Love With The Proper Stranger," a Pakula-Mulligan Paramount production, will be the official U. S. entry at the Buenos Aires Festival, it was disclosed by George Stevens, Jr., director of the U.S.I.A.'s International Motion Picture Service, and Ralph Hetzel, acting president, Motion Picture Association of America.

The Film Festival Selection Committee, chaired by Fred Zinnemann, selected "Love With The Proper Stranger" to represent the United States in competition. The committee is composed of members of the Directors' Guild of America, Screen Actors' Guild, Screen Producers' Guild, Writers' Guild of America, and the Motion Picture Association.

At the same time, it was announced that director David Miller will be the American member of the jury at Buenos Aires. Miller's two most recent films are "Lonely Are The Brave" and "Captain Newman, M.D."

Drive Chairmen Named

LOS ANGELES—Twenty-six studio executives and leaders of specialized fields in motion picture, radio, and tv production have accepted appointment to head trade divisions of the United Jewish Welfare Fund campaign, it was announced by Marvin E. Mirisch, chairman of the amusement industry drive for the Welfare Fund.

The goal of the campaign, which formally opens April 1, is $10 million to support the 169 Los Angeles, national, and overseas health and welfare agencies and social services which are beneficiaries of the drive.

Division chairmen named by Mirisch include Eugene Arnstein, Allied Artists; Bernard Barron, Columbia Studios; Lester Blumberg, theatres and exchanges; Arnold D. Burk, Harris L. Katleman, and Raymond Kurtzman, independent producers; Warren Cowan, publicists; Bernard Donnenfeld, Paramount Studios; Al Dorskind, Universal-Revue; Arthur Gardner, Four-Star; Irwin Goldring, business managers; John Green, music; Sol Halprin, 20th Century-Fox; Robert S. Helfer, musicians; Abe Heller, Warner Bros.; Ben Hirsch, Columbia Pictures-Screen Gems; Raymond A. Kline and Roger L. Mayer, MGM; Jess Oppenheimer, writers; Mark Robson, directors; Henry G. Saperstein, animation; Joseph Schoenfeld, agents; George Slaff, Goldwyn Studios; Sidney P. Solow and Gerald Glickman, allied industries; Bernard Weitzman, Desilu; Howard Lipstone, ABC tv-radio; Robert Lewine and Leonard White, CBS tv-radio; Frank Gertz, NBC tv-radio; Ben Hoberman, independent radio-tv; and Phil Singer, recording studios.

Fabian, Griffis To Bank Board

NEW YORK—Simon H. Fabian and Nixon Griffis have been elected to the West Side Advisory Board of Chemical Bank New York Trust Company, chairman Harold H. Helm announced.

Fabian is president of Stanley Warner Corp. and International Latex Corporation.

CK L. WA
THE BARKERS OF
VARIETY
HANDICAPPED
UNDERPRIVILEGED
CHILDREN ARE
SUNSHI

Janet Leigh; John Carreras, first assistant chief barker, Variety Club International; Bette Davis; Jack L. Warner, president, Warner Bros. studios; D. J. Goodlatte, past chief barker of Variety Club of Great Britain; and Fred Stein, chief barker, Variety Club of Southern California, Tent 25, are seen at the awards dinner dance of Tent 25 at Beverly Hilton Hotel, at which Warner received the club's Heart Award for the gift of a 20-passenger Sunshine Bus.

Col. Net Earnings Rise

NEW YORK—A. Schneider, president of Columbia Pictures Corporation, reports that net earnings for the six months ended Dec. 28, 1963, rose to $1,096,000, or 60 cents per share, from the $817,000 or 43 cents per share earned in the corresponding period of fiscal 1962.

The Columbia executive said he was encouraged by the company's future prospects, based on an outstanding product lineup, together with the continued progress of Screen Gems, Inc., its television subsidiary.

Alderman Joins PR Firm

NEW YORK—Paul Alderman has joined the New York office of Rogers & Cowan as account executive for the personality and television departments, it was announced by Paul E. Menneg, vice-president.

Alderman was with Paramount Pictures as assistant publicity manager from January 1963.

Dobbs To Manage United Calif.

SAN FRANCISCO—Jack Dobbs, since February, 1956, assistant to R. A. Naify, president of United California Theatres, has been appointed general manager of the California circuit, Naify announced.

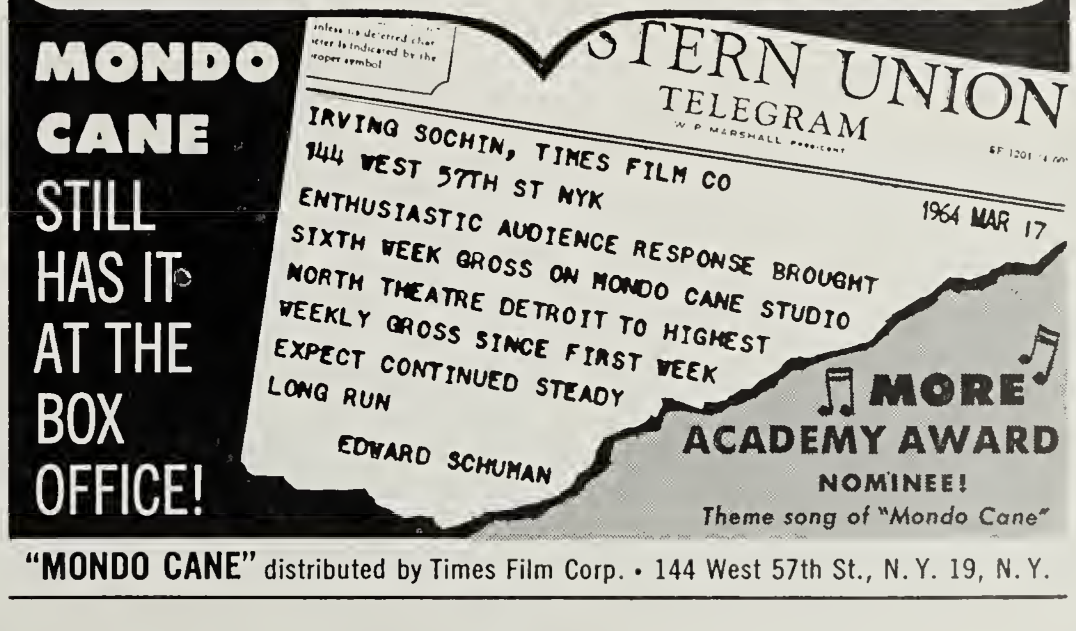
United California Theatres operates 83 motion picture houses in both northern and southern California, and Dobbs' 18 years of experience with the organization encompasses everything from the post of office manager, which he assumed in 1946, through management of theatres, drive-in theatres, and restaurant drive-ins throughout the chain.

Bluel Rejoins Warners TV

BURBANK, CALIF.—Richard Bluel has rejoined Warner Bros. Television Division in an executive capacity to plan and develop new projects, it is announced by William T. Orr.

Bluel has been released from his NBC contract at the request of Warners.

AFTER 2 BIG WEEKS AT THE FOX DOWNTOWN! DETROIT STILL GOES FOR "MONDO CANE" NOW IN ITS 7th WEEK AT THE STUDIO NORTH...(LOOKS LIKE 12)


MONDO CANE
STILL HAS IT AT THE BOX OFFICE!
WESTERN UNION
TELEGRAM
W. P. MARSHALL PRESIDENT
MORE
ACADEMY AWARD
NOMINEE!
Theme song of "Mondo Cane"

IRVING SOCHIN, TIMES FILM CO
144 WEST 57TH ST NYK
1964 MAR 17
ENTHUSIASTIC AUDIENCE RESPONSE BROUGHT
SIXTH WEEK GROSS ON MONDO CANE STUDIO
NORTH THEATRE DETROIT TO HIGHEST
WEEKLY GROSS SINCE FIRST WEEK
EXPECT CONTINUED STEADY
LONG RUN
EDWARD SCHUMAN

"MONDO CANE" distributed by Times Film Corp. • 144 West 57th St., N. Y. 19, N. Y.

LONDON Observations

By Jock MacGregor

IF EVER an honor were earned, it is the Commander of the British Empire which the Queen bestowed on that boy from Iowa, C. J. Latta. The industry is elated. While Her Majesty has graced Variety Club functions, this is the first time that she has so recognized a barker. Since CJ arrived in '48 as Warner Brothers' nominee for the managing directorship of the $30,000,000 Associated British Picture Corporation, he has devoted his spare time to Variety, infecting others with his enthusiasm, and spurring them on so that a record $1,120,000 were raised during '63. Foreign Minister R. A. Butler presented the insignia at a ceremony in the Foreign Office on the day the new prince was born, and the national press told the story under such headlines as "Mr. Variety Honored." The 1½ million circulation Evening News reflected the niche that he has carved here with the simple banner heading "CJ—CBE." Lucille and he have been inundated with congratulations. He is absolutely thrilled and tells me the accolade will always serve to further his affection for the country in which he has spent so many happy and memorable years. And if Variety has prospered under him, ABPC has positively flourished. Every side—theatre, studio, distribution, equipment, shorts, tv, bowls, etc.—has benefited from his driving guidance and knack of encouraging the right men. He has done the two jobs magnificently—his business acumen is only matched by the bigness of his heart.

SO PLEASED is John Davis with the progress of the Rank Organization that he is celebrating a $4,200,000 jump in the half year profits by doubling the interim payment to 15 per cent, and issuing a one for one script issue on the 70 cent ordinary shares, which despite the uncertainty over the coming election have hit an all time high of $10. He contemplates a 10 per cent final dividend on the new capital. This is the equivalent of 7½ per cent increase on last year's 27½ per cent. In view of Rank's growth and diversified activities—Xerox is believed to be the biggest earner—it is planned to issue an interim statement annually.

PRINCE PHILIP unfortunately could not attend the Screenwriters Awards Dinner in view of his trip to Greece for the late King's funeral. This has become among the gayest of industry dinners and reveals invariably that many members can speak as wittily as they write. What a pleasure it was to hear chairman Lord Willis castigate newspapermen and others for referring to their awards as "Oscars." It is time this line was taken here as every tuppenny-ha'penny award is apt to be hailed as an "Oscar" in some ill-informed quarters. This is nothing but debasing the currency. "Oscar" should only be used in connection with the Hollywood Academy presentations—the most important and cherished international award to be bestowed on a film or film personality.

Lord Willis, better known in entertainment circles as Ted Willis, top movie and tv writer, suggested that if they must have a nickname, they should be called Zitas in honor of council member Zita Dundas who created them and does so much work on the poll. He then presented Zitas for the best screen and tv dramas to Harold Pinter ("The Servant" and "The Lovers" respectively), and best comedy to John Osborne ("Tom Jones"). I hope other organizations will take heed of Ted's remarks. It is a pity more publicists were not present.

RALPH ALSWANG'S Living Screen development combining live action on the stage with film will be used in the new musical satire, "Is There Intelligent Life on Earth," which is to be tried out at the Essoldo Theatre, Brighton, at Easter. With music by Michael ("Lizzie Borden") Brown and book based on New Yorker cartoonist Alan Dunn's original by Robert Crean, with additional material by Robert Van Scoyk, it is planned to move the show to London and later to America.

THE NEW YORK SCENE

(Continued from page 12)

THE WORLD OF HENRY ORIENT: After talking with Jerry Hellman, producer of "The World of Henry Orient," we're under the impression that Russell Downing, president, Radio City Music Hall, would make a good film maker in his own right. It seems that Downing, according to United Artists vice-president David Picker, saw the film in the roughest of temporary states, saw the possibilities in the film, and fell in love with it. He suggested a few things and then offered an Easter playdate, so impressed was he with the comedy.

UA had originally intended releasing the film in June and then playing it off during the summer, but the Music Hall booking changed all that. The release was advanced. Of course, this created some problems as regards advertising and publicity, according to Fred Goldberg, vice-president, and a real "wet campaign" has been the result. Although there was much publicity on pre-production and during the filming, a lack of time and proper tools made itself felt. Still, the staff came through with good tv spots at the last minute, and radio commercials are being delivered by announcers and personalities who saw the film. The campaign at the Hall will be watched, and its best aspects will be incorporated for use elsewhere as it plays off.

Hellman was very pleased with the UA assistance and policy of hands off, and he's looking forward to working on the other three films under his contract with the distributor. The next, about the United Nations, can be filmed either here or on the coast, which ever will be better, more efficient, and less costly.

C. J. Latta, founder, Variety Club of Great Britain, was recently awarded the C.B.E. (Honorary Commander of the Civil Division of the Most Excellent Order of the British Empire) by Her Majesty The Queen, and is seen receiving the insignia of the award from the British Foreign Minister, the Right Honorable R. A. Butler, at a ceremony at the London Foreign Office.

British Lion To Balcon; Reade Part Of Syndicate

LONDON—Edward Heath, Minister of the Board of Trade, advised the House of Commons that the syndicate headed by Sir Michael Balcon will be permitted to purchase British Lion from government-owned National Film Finance Corporation.

The NFFC, which had bought British Lion from its owners to insure its continuation as an independent producer, evidently considered the Balcon offer more advantageous than those from the Freedom Group and Sidney Box.

The Balcon offer is understood to insure British Lion continuing as an independent with the assurance of proven management and adequate finances.

The purchase price was said to have been over $4,000,000.

Walter Reade-Sterling, Inc., is the American participant in the Balcon syndicate, it was announced by Walter Reade, Jr., and Saul J. Turell, board chairman and president. His company is one of the five production groups which will manage British Lion, and will announce its appointee to a newly constituted board of directors shortly.

Reade described the new control group as "the strongest assembly of creative talent ever concentrated under a single company banner." The syndicate includes such film luminaries as Jack Clayton, Tony Richardson, Roy and John Boulting, Peter Sellers, John Schlesinger, Karel Reisz, Joseph Janni, Frank Launder, Sidney Gilliat as well as the Hambros Bank, Ltd., former Attorney-General and Member of Parliament Sir Lionel Heald, Baroness Wootton of Abinger, Lord Brabowne, John Osborne, David Kingsley, and Christopher Miles.

Reade indicated that his company will become a more active participant in English production through its investment in British Lion. He said the association also should result in two-way benefits for Walter Reade/-Sterling and British Lion via closer working relationships both in the United States and abroad.

ALBANY

Arthur F. Boyce has retired from New York State service as a motion picture inspector, a post he held for 20 years. He was formerly chief deputy U. S. Marshal for the Western District of New York, and a former New York State Police Sergeant. . . . J. Myer Schine, head, Schine Enterprises; Seymour Evans, general manager, Schine Theatres; Seymour L. Morris, publicist for Schine Hotels; and Donald Schine, vice-president, Schine Theatres, were in. . . . Milton Green is 20th-Fox's new salesman at the local exchange. He had been with Eagle Lion here around 1949, and recently has been selling for United Artists in Pittsburgh. At 20th-Fox he took the place of Al Golden, now covering Virginia for UA from the Washington, D. C. exchange. . . . Howard Goldfarb was transferred by Columbia from Albany to Boston in the sales end. . . . John Yanakos, manager, Roxy, Potsdam, will open his Moonlight Drive-In, outside that community, sometime in April. . . . "Downtown Albany, Inc." staged a Saturday morning spring fashion show in the SW Strand with free tickets available at 11 participating stores. . . . A Burton Holmes travel film played the SW Ritz, at $1.50 for adults and 75 cents for children. Produced by Alfred De La Varre, the films were narrated by his son, Alfred, Jr., who also was advance man. . . . Veteran Joe Riley is managing the Harte, Hoosick Falls, for Joseph Sherman, Fair Haven, Vt. . . . Joe Miller, long Columbia branch manager in Buffalo, and then Albany, and operator of Menands Drive-In, Albany-Troy Road, the past 14 years, came north from Florida.

ATLANTA

The Atlanta Better Films Council, affiliated with the Federation of Motion Picture Councils, Inc., will host a four-day conference of the national organization here on March 30-31 and April 1-2. . . . Craddock Films has opened a branch office in the Bona Allen Building. . . . The Rose, Hartford, Ala., has reopened as a result of cooperation between McLendon Theatre Circuit and the Hartford Merchants Association. Ted A. Sanders is manager. . . . Jackie Myers, Allied Artists secretary, returned to work after an illness. . . . Oscar Howell, president, Capital Theatre Supply, was on Film Row after a long illness. . . . George Cauthron, Universal salesman here, has been promoted to branch manager in Salt Lake City. . . . Audio Visual Company, owned by W. 'Biff' Ware, has moved into a new office at 135 Luckie Street.

BALTIMORE, MD.

The old Maryland Theatre, Cumberland, is to be demolished to make way for an 11-story motel to be owned by B & K Theatres, Silver Springs, but operated as a Holiday Inn. . . . Sam Rosenblatt, Glen Drive-In, Glens Falls, is preparing to reopen before Easter. . . . Charles Kessler, formerly an assistant manager with J F Theatres, who left and went to the Northwood Theatre, has returned to his former post with J F. . . . John Liller is the new assistant manager, Pulaski Drive-In. . . . Mrs. Joel Lewis has joined the Schwaber office staff. Her husband used to be manager of the Playhouse and Five West Theatres, both under the Schwaber banner. . . . Jim Tate is the new assistant manager to Carroll E. Freeland, manager, Boulevard Theatre. . . . Eugene Gordon replaces Jim Airey as manager, Haverly Theatre. . . . Lt. Col. John Murray, former manager, and John Rolfes, former assistant manager, Uptown Theatre; Gilda Romer, former cashier of both the Uptown and Northwood; Ed Yow and Joe Simpson, Sun Newspaper, were just a few of the many who honored Otto Gage, former theatre manager, news correspondent, and writer, for his short story about and contributions towards the Coppin State Teacher's College, and his fight against racial and religious prejudice and discrimination. The story is based upon the life of Fannie Mae Coppin, a Virginia slave and first Negro lady to receive a college degree. Several movie companies have contacted Gage to rewrite the story into a screen play, using Coppin grounds and students for shooting.

BOSTON

Paramount Theatre (NET) sold out in Boston at its house and also at the Donnelly Memorial Theatre, which was hired for the Beatles closed circuit telecast, with all seats at $2.50. . . . Joseph Losey, producer and director of "The Servant," came to Boston for press interviews in behalf of the film which opens at the Music Hall. . . . Yvonne De Carlo is starring in a legit show at the Wilbur, "Enter Laughing," with another film star in the cast, Alan Mowbray. . . . "Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb" will have its New England premiere at the Astor Theatre on March 27. . . . "Becket" will go into the Gary Theatre. . . . Joseph E. Levine is due in with his exploitation caravan for "Zulu," which will get a saturation campaign in New England. . . . Newest theatre to be built in the Boston suburban area will be "Cinema in Saugus" on Route 1 at New England Shopping Center, a 1,200-seat house, to be constructed by General Drive-In Corp. . . . Boston's three newest theatres, Paris Cinema, Esquire, Cinema Kenmore Square, are all doing exceptional business. . . . Karl Fasick is handling publicity, advertising, and promotion for MGM in Boston.

CHARLOTTE

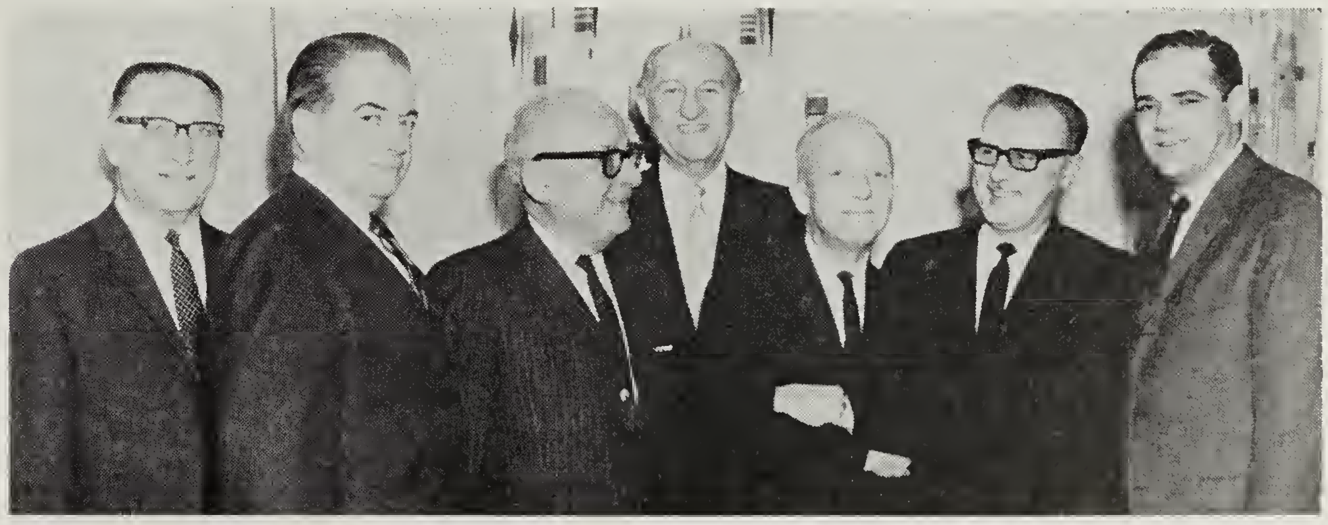
The Women's Missionary Union of the North Carolina Baptist State Convention at its 73rd annual meeting at Durham, N. C., was told that the notion that "sex is fun" permeates motion pictures, plays, and books today and is leading young people astray. Citing also advertising based on the sex drive, Mrs. James P. Morgan, Raleigh, N. C., clinical psychologist, said, "We inadvertently encourage, if not explicitly condone, the biological cause of pregnancy, and then explicitly censure and condemn the inevitable result. If enough Christian men and women had the courage to take a stand, we could make ourselves a powerful force to stem a mighty tide which is threatening to sweep everything in its way over the brink into an acceptance of sordidness and unhealthy sex." . . . The Forsyth County Commissioners at Winston-Salem, N. C., unanimously adopted a Sunday "blue law" which, among other things, limits the hours motion picture can be shown or tickets for them can be sold on Sundays in all areas of the county outside of Winston-Salem and Kernersville. Winston-Salem and Kernersville are the only two incorporated municipalities in the county, and Winston-Salem already has a similar ordinance. The ordinance allows exhibition of motion pictures for which a fee is charged on Sundays only between the hours of 12:30 p.m., and 12 midnight, but provides that "no tickets shall be sold or taken up on Sunday during the prohibited hours for any such exhibition."

CINCINNATI

Variety Tent Three has set April 4-5 for its telethon fund-raising campaign for its project, children's arthritis and birth defects. Campaign headquarters for the event will be at the Taft Theatre and televised through the facilities of WKRC-TV. Nate Wise is general arrangements chairman. . . . Tent Three's dinner-dance March 14 at the Vernon Manor was a huge success. Given under the sponsorship of the membership committee, it was the first formal affair that the club has held in a number of years. Jack Finberg was arrangements chairman. . . . Roberta Palmer, Continental Distributing office manager, is ill with virus pneumonia in Bethesda Hospital; Jessie Smith, 20th-Fox office staff, is hobbling around on crutches with a fractured leg, and Gus Boudot, UA office manager, is convalescing nicely at home from a recent illness. . . . The four 20th-Fox salesmen who were quite flabbergasted after winning the Pioneer dinner raffle first prize have recovered from the shock. They sold the European trip for two, divided their wealth, and all's well on Film Row.

COLUMBUS, O.

Herman Hunt said Samuel Bronston's spectacle, "The Fall of the Roman Empire," will be the next attraction at Hunt's Cinestage. Probable opening day is May 13. . . . Sam Shubouf, manager, Loew's Ohio, has been appointed a member of the sub-committee of the Downtown Area Committee, which will survey what can be done to improve the appearance of the business district. . . . Milton



Rube Jackter, vice-president and general manager of Columbia Pictures, third from left, recently met with top exhibitors at a luncheon in Cincinnati. Seen from left to right are Phil Fox, Columbia branch manager; Mike Chakeres; Jackter; Sam Galanty, Columbia district manager; John Goodno, Jack Haynes, and Roy White.

Candidate For N.C. Governorship Opposes Public Accommodations Bill

RALEIGH, N. C.—A candidate for governor of North Carolina has declared that he is "unalterably opposed" to a public accommodations law such as proposed in North Carolina to require motion picture theatres and other businesses to racially integrate their facilities.

Addressing a meeting here of the Carolina Society of Association Executives, Dan K. Moore, Canton, said also that he will not "tolerate racial chaos" and will not "sacrifice the rights of independent businessmen in order to avoid chaos."

There have been numerous massive sit-ins and other demonstrations against motion picture houses in North Carolina recently in an effort to get them to end racial segregation, and in a number of cities and towns the theatres have quietly lowered racial bars.

Moore, lawyer and a former Superior Court judge in North Carolina, said, "I believe wholeheartedly in private property rights. I believe in the rights of those who own and operate businesses as well as those who would be served and employed."

He said businessmen must obey "the law as it exists, not as someone thinks it ought to exist. The integration militants also must obey the law—all the laws, not just the laws which strike them as morally justified."

He added that if he becomes governor, "the small businessman can count on every legal protection to which he is entitled. I will resist in every honorable way possible any further erosion of his rights as a businessman and as a citizen in a free society.

"The full protection of the law will be afforded equally to all the people of North Carolina—Negro and white, segregationist and integrationist, and those somewhere in between.

"At the same time, when individual rights are in legitimate conflict, I will exert every proper influence toward bringing about a just settlement. . . . This state will not tolerate racial chaos—neither will it compromise your rights as independent businessmen and citizens in fear of it.

"Extreme efforts are being made to force the small businessman into the role of either social reformer or social outcast. The small businessman has become a target in a crossfire—not because he invented segregation, not necessarily because he practices it, not even because he might have some doubts about instant integration.

"I have no patience with those who stand off at a distance with no risk to themselves personally—financially or otherwise—and tell a man how to run his business. I have very little patience with those lawmakers who seek to establish certain civil rights by trampling on what have always been regarded as inalienable constitutional rights."

Eatontown, N. J., Theatre Latest For Reade-Sterling

EATONTOWN, N. J. — Ground was broken by Walter Reade-Sterling, Inc., for a new Colonial-styled motion picture theatre on property adjacent to its Eatontown Drive-In. Completion is scheduled for late spring.

The theatre, to be known as the Eatontown Cinema Center, is the seventh built within the last 12 months by the company.

The theatre, uniquely Colonial-American in its design and furnishings, but ultra-modern in its seating, picture projection, and sound equipment, will have a capacity of about 900 persons.

The theatre will have a colonnade front of white wood pillars instead of the usual theatre marquee. The auditorium is all on one floor, facing a giant screen capable of handling all the current and anticipated screen processes.

The theatre will be operated in conjunction with the Eatontown Drive-In, but will be a separate entity from the drive-in with its own screen program.

The construction contract has been awarded to the Henderickson Construction Company of Red Bank. David Marner, Asbury Park, is the architect.

Berle, of the cast of "It's a Mad, Mad, Mad, Mad World" at RKO Grand, will appear in a night club act at Tommy Henrich's Steak House here in May. . . . Harold Walton, former assistant manager, Loew's Ohio, has returned to that post after service in the U. S. Army. . . . Kent Nitz, manager, Bexley and World, expects to show "Dr. Strangelove" soon.

DALLAS

Ginger Rogers will return to the State Fair Music Hall stage to star in the Dallas Summer Musicals production of "Tovarich," which will lead off the season June 8 to 21. Other film stars to appear in musicals include Ann Blyth, who will be seen as Maria von Trapp in "The Sound of Music," June 22 through July 5, and Jeannie Carson will have the principal feminine role in "Camelot," Aug. 17 through Aug. 30. . . . Tim Stamps, booker and buyer for the Wallace Blankenship Theatres, will be confined at his home for several weeks recuperating from an illness. . . . Will Schaefer will join the Paramount exchange, coming here from United Artists' Chicago publicity department. . . . H. B. Palmer has been named general manager for the Texas operations of the General Drive-In Corp., which has a new theatre, the 900 seat Cinema in Big Town Shopping City here, and one in Austin. Ground has been broken for a theatre in Fort Worth, and plans call for a twin theatre in the new North-Park Shopping Center in Dallas, as well as other theatre projects throughout the state. . . . "The Fall of the Roman Empire" is scheduled to open at the Tower here and in Houston, Tex., on April 9. Forrest Thompson, manager, Dallas Tower, said that there will be 10 regular performances. There will be an invitational preview on April 8. . . . The "new release" of Columbia's "The Bridge on the River Kwai" will make its appearance on May 28 at the same time in Dallas, Houston, and other Texas cities. . . . Publicity chief Francis M. Winikus was in Dallas on behalf of the forthcoming "Lord Jim," joint production of Columbia and O'Tooles Keep Films.

DENVER

Big shakeup in the management personnel of Denver-based Atlas theatres was made known by Jack Flemming, general manager. Ben McKinley, who has managed the Lamar, Lamar, Colo., has resigned and been replaced by Carl Seals, who has been projectionist for the past 12 years. Lee Cristy, who has managed the Golden, Golden, Colo., has been moved to their newly acquired Webber, Denver, and Vern Austin, formerly manager in Loveland, Colo., has been given the Golden spot. Lou Kolochecski, who resigned his post as manager of the downtown Denver Victory to represent Alexander Film Co., Colorado Springs, has not been replaced. . . . Western division sales manager A. R. Taylor, Paramount, has been in the Mile High City conferring with branch manager Jimmy Ricketts. Ricketts was host to the regular monthly industry luncheon in the Silver Room of the Hotel Hilton. . . . Bob Selig attended the 100th anniversary dinner of the University of Denver prior to leaving for Kansas City to attend the Show-A-Rama meeting. For many years, Selig was chairman of the University's board of regents. . . . Several members of the Westland Theatres group enroute to the Show-A-Rama meeting were seriously injured in an automobile accident in eastern Kansas. Hospitalized are Howard Campbell, Darald Hart, and Larry Jenzen, of the Colorado Springs division. . . . Pete Anselmo, manager, Paramount, Denver, held a special 10 p.m. Leap Year party—if the girls bought the tickets, the boys were admitted free. A good gag that aroused a lot of interest. . . . Bob Spahn, United Enterprises, is now buying and booking for Lem Lee's Motorena Drive-In, Greeley, Colo. . . . Angie Dickinson, Universal star of "Captain Newman, M.D.," is making a publicity stop in Denver and a lot of radio, tv, and press interviews are planned, according to Murray Gerson, Universal branch manager.

Angie Dickinson, Universal star, was in Denver to publicize "Captain Newman, M.D.," and a busy, busy person she was. She gave two newspaper interviews, appeared on television, did three radio interviews, made some radio spots to plug the film, was interviewed by a syndicated columnist, and had a lengthy telephone interview with a Salt Lake City paper; in addition, she was guest of honor at a luncheon of college and university editors, and still found time to spend over an hour with the patients in the wards of Fitzsimmons Army Hospital. The girl with the "million dollar legs" sure used them to get around in Denver. . . . The opening night of "Becket," reserved seat attraction coming to the newly remodeled RKO International 70 theatre here, will be sponsored by Ladies Committee of District 11 Republican Party, Denver. . . . Ralph Batschelet, former manager, Mayan here, will move into the Denver Theatre spot formerly held by Robert G. Sweeten, recently promoted to the post of national director of advertising, publicity, and promotion for National General Corp. . . . The Rocky Mountain premiere of "Fall of the Roman Empire" will be a benefit performance for the Kidney Disease Foundation of Colorado, April 2 at the Denham.

DES MOINES

Al Myrick, well known Iowa operator, is reopening the State, Lake Park, Iowa. . . . Richard Munn is reopening the Orpheum, North England. . . . The Rio, Wall Lake, is being renovated by the Commercial Club of Wall Lake. . . . The newly constructed 20 Drive-In, Dubuque, is scheduled to be opened May 1 by Nick and Jim Yiannias. . . . The Carlisle, Carlisle, has reopened with all Saturday matinees merchant-sponsored and free for the children under 14. . . . The Laurens Community Theatre, Laurens, Iowa, has been opened with about 300 families purchasing stock in the community theatre corporation and volunteering help in the operation. . . . Jon McNutt is the new manager of the Strand, Waterloo, Iowa. He formerly was assistant manager, Omaha Orpheum, Omaha, and succeeds Bob Dudley, who has taken over the Capitol, Grand Island, Neb. . . . Walter Allen, Maquoketa, has purchased the Bel-Air Drive-In, Davenport, from George Dinelli, Peru, Ill. Allen, who also operates the Corral Drive-In, Moline, Ill., plans some renovating at the Davenport Drive-In.

DETROIT

Beloved retired Detroit Free Press movie writer Helen Bower, who was struck by an automobile Feb. 28, is still in a state of coma at the Henry Ford Hospital, although the hospital reports she seems stronger physically. She sustained head and internal injuries and one leg was broken. The institution has been and is deluged with phone calls; enough flowers and plants to stock a good-sized greenhouse have been received, along with fruit and cards. There are many callers, unaware she is still unconscious. While doctors are hopeful, they cannot tell how long the state of coma will endure. She remains on the "critical" list. . . . The Miracle Mile, Pontiac, Mich., has really been plugging its shows. In January, it staged a $49,000 give-away in connection with "Charade." In February, it held a giant kiddie contest giving away electronic helmets to exploit "The Misadventures of Merlin Jones." The March contest includes as prizes two automobiles, two motorcycles, a riding tractor lawn mower, and 25 other valuable prizes. All dealers in the merchandise concerned tied in in their show rooms and otherwise. Thousands of entry blanks were distributed by participants, including a large supermarket which placed them in the bags of all customers. To top it, the vehicles paraded to shopping centers and all over town. The beneficiary of all this was "Seven Days in May," which produced extremely satisfactory results at the boxoffice.

HOUSTON

The King Center Drive-In west screen offered a special of fried chicken with all the trimmings for only 70 cents. . . . Metro-Goldwyn-Mayer's "Children of the Damned" was given a saturation booking in the city opening at two indoor and 10 outdoor theatres. . . . Basil Rathbone, English born star of the American screen, gave readings at Rice University. He appeared at a student-faculty assembly and at a formal dinner for Rice University Associates. . . . "Carnival," the Broadway musical based on the motion picture "Lili," opened at the Houston Theatre Center Playhouse. . . . Hollywood film actor Zachary Scott was a brief visitor here and was honored with a party. . . . Art Katzen, publicity director for the local Interstate Theatres, is out of the hospital following a periodic checkup. . . . Gene Tierney, movie star, now the wife of local oilman Howard Lee, said she has no movie-making projects in the mill at the present time. . . . Two dance films by Martha Graham and her troupe were shown at the Prudential Auditorium. They are "A Dancer's World," which explains the dancer's art, and "Appalachian Spring," the only full length Graham ballet on film. . . . The shortened version of "Cleopatra" has opened a return engagement at the Santa Rosa and Village, at popular prices.

JACKSONVILLE

A brave theatre usher, Dean Hoy, downtown Florida, chased and caught a thief who had robbed Mrs. Claudia Fortwengler, Florida cashier. Dean, however, released the winded robber after catching him several blocks from the theatre when the felon brandished a weapon which later proved to be a toy pistol. Police caught the thief a few minutes later and recovered the money. He also confessed the robbry of $300 from the Florida, Tallahassee, on Feb. 19. . . . J. H. "Jay" Parkerson, formerly an interim manager, Imperial and Edgewood theatres, married Miss DeLores Smith in a local church ceremony the night of March 14. Jerry Hayes, former Edgewood assistant, served as an usher. . . . Rodney Derbonne, former Imperial usher, has won a place in the State Science Fair to be held here in April. His winning science project is entitled "The Study of Suborder Orthognatha," a species of spiders commonly called tarantulas. Rodney recently captured a rare trapdoor spider which is now on display at the American Museum of Natural History in New York. . . . It is reported that a May 15 grand opening date has been scheduled for the new Boca Raton Theatre, Boca Raton, by Wometco Enterprises. . . . Pete Dawson, United Theatres, Miami, is now booking the group of Florida theatres controlled by the Smith Management Co. . . . Mack Clark is the new owner, Jones Theatre, Graceville, which was formerly operated by H. W. Stewart. . . . William Bennett has taken over booking duties for three Negro-patronage theatres, the Star, Sanford; Washington, DeLand; and Lincoln, Bradenton. . . . Don P. White, Atlanta, came in for a tour of Florida theatres. He has succeeded to the Union Carbide Corp. post formerly occupied by George Mayer. . . . Bill Means, Jacksonville Journal entertainment editor, gave on unusually fine sendoff to "America, America" in advance of its first-run opening at the suburban Edgewood. Bill told his readers that it is "filled with action and tremendous human interest" and "one of the most moving this viewer has ever seen and one which the audiences will talk about for some time to come." . . . Judge May, Florida Times-Union critic, also had strong praise for "America, America," calling it "more than just an outstanding film. Elia Kazan has turned out something here that is a tribute to the land that his forefather strived so hard to reach." Week in and week out and year in and year out, both May and Means are the joy of local exhibitors and a large following of newspaper readers. Due to their knowledge, insight, and love for motion pictures, and their understanding of the many facets of motion picture production, they invariably give fair and decent treatment to new screen offerings without, at the same time, making any false claims for any type of screen entertainment. . . . A new screen short subject in color, which presents the many and varied attractions of two of Florida's major tourist attractions—Silver Springs and Weeki Wachee—has found its way to the screens of the 52 Florida motion picture houses operated by Florida State Theatres. FST also operates Silver Springs and Weeki Wachee. . . . A countdown has finally begun on "Cleopatra" at Meiselman's Cedar Hills Theatre which had its opening last Christmas Day. March 25 will be its final day as a road show.

MIAMI, FLA.

Tom Rayfield, Carib, was first-prize winner in the monthly Wometco Thrif-Tik-It sales contest, earning $80 for selling 400 books. Cecil Allen, Mayfair, was next, with sales of 300 books, and Howard DeBold, 163rd St., came in third with sales of 244 books. . . . Members of the Wometco family were saddened at the untimely death of 22-year-old Beryl Gillespie, accounting dept. clerk and sister-in-law of the late Herman Silverman, Wometco booker, who passed away just four years ago. She was a patient at Variety Children's Hospital, to which institutions her family asked donations be sent in her memory, as well as to the Jewish Home for

CLARK
TRANSFER
INC.

829 N. 29th St.
Philadelphia, Pa. 19130
CEnter 2-3100

1638 Third St., N.E.
Washington, D. C. 20002
DUpont 7-7200

David E.
BRODSKY
Associates
THEATRICAL INTERIOR DECORATOR
242 N. 13th St. LO 4-1188-89 Phila. 7, Pa.
PAINTING • DRAPERIES • MURALS
STAGE SETTINGS • WALL COVERINGS

PROGRESSIVE ELECTRIC
CONSTRUCTION CO. INC.
240 N. 13th ST. • PHILADELPHIA 7, PA.
Theatre Installations
and Maintenance

the Aged. . . . "Cardinal" producer Otto Preminger has been named a Miss Universe Contest judge and will attend the judging activities in Miami July 21-Aug. 3. Sam Spiegel, producer, is on the tentative list of judges and will make known his intentions in the near future. . . . Wometco Enterprises, Inc., reported record earnings per share for the year 1963 up 18 per cent or $1.25 as against $1.06 for 1962. Net income after taxes in 1963 was $2,185,026, as against $1,831,254 for 1962. Gross income in 1963 was $22.677,534 and in 1962, $18,723,132. Cash flow per share in 1963 was $1.95 and in 1962, $1.61. "In the five years of public ownership, earnings have increased in each year," said Mitchell Wolfson, Wometco Enterprises president. "It is also noteworthy that Wometco has never had a loss year in the entire 40-year history of the company," he continued.

TODAY
IS
A
GOOD
DAY!
GIVE TO
THE CHARITY
OF YOUR
CHOICE
AND
DO IT
NOW!

Meyer Adelman

*

**NEW JERSEY
MESSENGER SERVICE**

1018-26 WOOD STREET
PHILADELPHIA

WAlnut5-3944, WOodlawn 4-7380
MEMBERS NATIONAL FILM CARRIERS, INC.

NEW HAVEN-HARTFORD

Latest Connecticut Valley theatre construction project is under way at West Springfield, Mass. Boston's Redstone Theatres are spending upwards of $1 million on a dual theatre complex, to be known as Cinema One and Cinema Two, with adjacent parking for 650 cars. John P. Lowe, now manager of Redstone's Cinema One, Worcester, will manage the two theatres, being readied for Sept. 1 opening. He was formerly assistant to Samuel Goldstein, president of Western Massachusetts Theatres, Inc. . . . Allen M. Widem, Hartford Times amusements editor-columnist, will emcee the American Cancer Society's New London chapter dinner at the Mohican Hotel, New London, April 9 at 6:30 p.m. . . . E. A. Grecula, Connecticut Cinema, Inc., designed a new daily newspaper advertising signature cut for the first-run Art Cinema, stressing proximity to Hartford Hospital, prominent downtown landmark. . . . First Connecticut booking for Paramount-Bronston's "The Fall of the Roman Empire" is slated at the Maurice Bailey Whalley, New Haven, May 14. Currently holding forth is long-run engagement of 20th-Fox's "Cleopatra." . . . Eva Cooperstock, with Universal in New Haven and New York for 30 years, is now working for a New Haven bank. Her last New Haven title was office manager. . . . Harry Wenzel, who managed National Screen Service's New Haven branch prior to closing, has joined staff at the New Haven Post Office. . . . Boston's General Drive-In Corporation will build a 1,500-seat hard-top theatre in the Connecticut Post Shopping Center at Milford, New Haven surburb. . . . Catchy slogans such as "Movies Are Better Than Ever" won't bring people back to theatres, but quality product will, producer Samuel Goldwyn, Jr., remarked during a Yale University School of Drama lecture. Goldwyn, touring campuses in conjunction with UA's "The Young Lovers," asserted, "A movie has to succeed as entertainment; it has to succeed at sending you away from the theatre with something to talk about." . . . Paramount has sold "The Fall of the Roman Empire" away from downtown Hartford, slotting the local premiere for May 27 at the deluxe 70mm.-equipped Elm. In addition, the Elm has won two Warners releases, "Act One" and "Ensign Pulver." Heretofore, all Paramount product has opened at the Allyn and Warner releases at the Strand. . . . Bridgeport, Conn., drive-in owners have asked the Common Council to permit operations to extend to 1 a.m. on Saturday nights and to midnight on Sunday nights during daylight saving time months, May through October. State statute on the matter allows local option. At present, Bridgeport drive-ins must close at midnight Saturdays and 11:30 Sundays.

NEW ORLEANS

State Representative elect Richard Guidry and wife, Galiano, La., theatre owners, are among the group of 65 Louisianians on a 15-day good will and trade mission tour to eight Latin American countries. . . . The local WOMPI service committee entertained the Ladies of St. Anna's Home recently. . . . The WOMPI recently held a rummage sale. . . . Theatre Booking Service has taken over the buying and booking for Cecil Kelly's Cil, Stamps, Ark., and the Fox, Plain Dealings, La. . . . The LSU Union, Baton Rouge, La., changed from 16mm to 35mm shows. Bill Hite is manager. . . . Gulf States reopened the 51 Drive-In, Jackson, Miss., and will reopen the Sunset Drive-In, Shreveport, La., on March 27. . . . Mrs. Billy Parker reopened the long closed Hawkins, Newellton, La. . . . Mrs. Shirley Eagan, Exhibitors Poster Exchange; Mrs. Ruth Reites, National Theatre Supply; Betty Stanley, MPA; Yvonne Brockhoeft, and Jan Valle, Warner exchange; and Melina Jordan, 20th-Fox exchange, joined the WOMPI fold.

PHILADELPHIA

The City Planning Commission was debating the merits of a 1,000-car drive-in proposed for Grant Avenue about 500 feet east of Roosevelt Boulevard in the rear of Penn Fruit Company's offices and warehouse. . . . Variety Club Tent 13 honored Sig Harrison, chairman of the Montgomery County Board of Trades, and his uncle Phil Harrison, pioneer owner of Main Line theatres, at a luncheon which marked the opening of a campaign to obtain a "Sunshine Coach" for the Tent to transport handicapped and crippled children. . . . Ralph W. Pries, Tent 13 executive committee member and past chief barker, has been appointed chairman of Variety International Charities Committee that judges the charitable work of the Tents for the past year and is Variety's most important function. . . . Al Bowes, Triangle Sign Studios artist, is in Misercordia Hospital. . . . Sam E. Diamond, 20th-Fox branch manager, will host Alan Iselin and Del Tenney, producers of "Horror Of Party Beach" and "Curse Of The Living Corpse," horror combination 20th-Fox is releasing, at an exploitation seminar at the Vine Street Projection Room on March 26. . . . Max Cades, business manager, MOTION PICTURE EXHIBITOR, and a Major in the active Army Reserve, was installed as Commander of Drizin-Weiss Post 215, largest JWV Post in the country.

SAN ANTONIO

Fred Gipson, Texas author, screenwriter, and lecturer, was in the city for an autograph party and a press conference at a luncheon with reporters. Gipson, who penned such national favorites as "Hound Dog Man" and "Old Yeller," discussed a new novel he plans to release this year. A one time reporter for newspapers in Corpus Christi, San Angelo, Paris, Tex., and Denver, Gipson has written screenplays for Walt Disney, 20th Century-Fox, and Metro-Goldwyn-Mayer. Three of his books have been made into motion pictures. . . . R. A. Barron, owner and operator, Independent Theatre Supply Co., is recovering from gall bladder surgery in a local hospital. . . . Local television spots with reference to movies appearing at local theatres now include playing dates and names of theatres in the area also scheduled to play the film. . . . A multiple opening at six drive-ins has been given to the first return local showing of "Soldier in the Rain." . . . Funeral services were held here for Robert C. Houston. He was the father of Mrs. Lew Bray, wife of Lew Bray, theatre owner in Harlingen, Tex.

SEATTLE

Sal Gandia, assistant manager of branch operations for MGM, has been in Seattle from New York for a business conference with Stewart Engbretson, branch manager of the exchange. . . . Milton Moritz, publicity directory of American International Pictures, was in Seattle from Los Angeles for a meeting at the airport with Bob Parnell, Favorite Films branch manager, and Dorothy Matin, free-lance publicist, working on the campaign for "Muscle Beach Party" opening at the Paramount March 25. . . . Gordon Wallinger, Allied Artists branch manager, reports the Seattle branch's active participation in the nation-wide Ernie Sands sales drive, dated March 1 through June 30.

SERVISECTION

THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months

Published every second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 27 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVISECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issues of each August will always contain a complete annual index.

Combined, the yellow paper SERVISECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.

MOTION PICTURE
EXHIBITOR
THE SHOWMAN'S TRADE REVIEW

MARCH 25, 1964
SECTION TWO
VOL. 71, NO. 11

FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the the producer. Abbreviations following title indicate type of story, such as

C—Comedy
CAR—Cartoon
COMP—Compilation
D—Drama
DOC—Documentary
MD—Melodrama
MU—Musical
W—Western
NOV—Novelty
TRAV—Travelogue

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as

CN—Cinerama
CS—CinemaScope
DC—Deluxe Color
DS—Dyaliscope
EC—Eastman Color
MC—MetroColor
PC—Pathe Color
PV—Panavision
RE—Reissue
TC—Technicolor
TE—Technirama
TS—Techniscope
VV—VistaVision
C—Other Color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and data of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

ALLIED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

6303 **BLACK ZOO**—MD-88m.—(PV; EC)—Michael Gough, Jeanne Cooper—5041 (5-1-63)—Mild horror entry for the program
6307 **CRY OF BATTLE**—D-99m.—Van Heflin, Rita Moreno, James MacArthur—5097 (10-9-63)—Fast action is satisfactory for program—Made in The Philippines.
6304 **55 DAYS AT PEKING**—D-150m.—(Super TE70; TC)—Charlton, Heston, Ava Gardner—5041 (5-1-63)—Segment of history makes impressive entertainment—Filmed in Spain
6301 **DAY OF THE TRIFFIDS, THE**—MD-93½m.—(CS; EC)—Howard Keel, Nicole Maurey—5041 (5-1-63)—High rating science fiction entry should please—English made
6309 **GUNFIGHT AT COMANCHE CREEK**—W-90m.—(PV; DC)—Audie Murphy, Colleen Miller—5113 (12-4-63)—Good western
6306 **GUN HAWK, THE**—W—92m.—(C)—Rory Calhoun, Ruta Lee—5097 (10-9-63)—Good action entry
6210 **PAYROLL**—MD-79m.—Michael Craig, Francoise Prevost—5045 (5-15-63)—Good programmer—English
6302 **PLAY IT COOL**—MU-74m.—Billy Fury, Anna Palk—5065 (7-10-63)—Fair programmer—English
6305 **SHOCK CORRIDOR**—D-101m.—Peter Breck, Constance Towers—5065 (7-10-63)—Sojourn in mental institution is repelling and unpleasant
6401 **SOLDIER IN THE RAIN**—CD-88m.—Jackie Gleason, Steve McQueen, Tuesday Weld—5109 (11-20-63)—Unusual comedy drama has names to help
6308 **WAR IS HELL**—MD-81m.—Tony Russell, Bayes Barron—5125 (1-22-64)—Good war entry for lower half
YANK IN VIET-NAM, A—MD-80m.—Marshall Thompson, Kieu Chinh—5129 (2-5-64)—Well made programmer—Filmed abroad

COMING FEATURES IN ORDER OF RELEASE

Feb. **LIFE IN DANGER, A**—Derrin Nesbitt, Julie Hopkins
Mar. **SECRET DOOR, THE**—(C)—Robert Hutton, Sandra Dorne
April **STRANGLER, THE**—Victor Buono
May **NAKED KISS, THE**—Constance Towers, Anthony Eisley

COMING

CLASH BY NIGHT—Terence Longdon, Jennifer Jayne—English
MASTER SPY—Steven Murray, June Thorburn—English
NEVER PUT IT IN WRITING—Pat Boone, Milo O'Shea
PARTY, THE—Carol Lynley
TRAIN 349 FROM BERLIN—Jose Ferrer, Sean Flynn, Nicole Courcel

AMERICAN INTERNATIONAL

DISTRIBUTED DURING THE PAST 12 MONTHS

810 **BEACH PARTY**—C-100m.—(Pathe-Color; PV)—Bob Cummings, Dorothy Malone, Frankie Avalon—5069 (7-24-63)—Entertaining comedy has angles
819 **COMEDY OF TERRORS, THE**—C-86m.—(PV; C)—Vincent Price, Joyce Jameson, Peter Lorre, Boris Karloff, Basil Rathbone—5117 (12-18-63)—Mirthful, macabre money-maker
COMMANDO—MD-98m.— Stewart Granger, Dorian Grey—5145 (3-18-64)—French Foreign Legion programmer—Italian-made; English dialogue
DEMENTIA 13—MD-81m.—William Campbell, Luana Anders—5133 (2-19-64)—Horror for the duallers
ERIK THE CONQUEROR—MD-81m.—(Colorscope; TC)—Cameron Mitchell, Alice and Ellen Kessler—5113 (12-4-63)—Another Italian-made spectacle—Italian-made; dubbed in English
807 **FREE, WHITE AND 21**—D-102m.—Frederick O'Neal, Annalena Lund—5045 (5-15-63)—Exploitable, but controversial courtroom film with a gimmick
812 **HAUNTED PALACE, THE**—MD-85m.—(PV; PC)—Vincent Price, Debra Paget, Lon Chaney—5089 (9-11-63)—Plenty of chills in superior horror entry
802 **MIND BENDERS, THE**—D-101m.—Dirk Bogarde, Mary Ure—5029 (3-20-63)—Off-beat drama deals with experimentations involving the mind—English
PYRO—MD-99m.—(Panacolor)—Barry Sullivan, Martha Hyer—5113 (12-4-63)—Satisfactory horror meller—Made in Spain
813 **SUMMER HOLIDAY**—MU-100m.—(CS; TC)—Cliff Richard, Lauri Peters—5105 (11-6-63)—Lively musical treat for younger set—English
804 **TERROR, THE**—MD-81m.—(Vistascope; C)—Boris Karloff, Sandra Knight—5093 (9-25-63) Average entry for horror fans
TORPEDO BAY—MD-95m.—James Mason, Lilli Palmer—5145 (3-18-64)—Different war meller is okay programmer—Italian-made; English dialogue
809 **X-THE MAN WITH THE X-RAY EYES**—MD-80m.—(Spectarama; Pathecolor)—Ray Milland, Diana Van Der Vlis—5093—(9-25-63) Superior science fiction entry holds interest
805 **YOUNG RACERS, THE**—D-82m.—(Pathecolor)—Mark Damon, William Campbell, Luana Anders—5077 (8-21-63)—Auto racing action aimed at youthful set.

TO BE REVIEWED

BLACK SABBATH—(EC)—Boris Karloff
CALIFORNIA—Jock Mahoney
CAPTIVE CITY—(C)—David Niven, Ben Gazzara—Italian-made
EVIL EYE—John Saxon, Leticia Roman

. . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; A4—Unobjectionable for Adults with reservations; B—Objectionable in part for All; C—Condemned; follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

A

• Advance To The Rear		MGM
Act One	A2	WB
All Of Me		Misc.
All The Way Home	A2	Par.
Alone Against Rome		For.
America, America	A3	WB
• Americanization of Emily, The		MGM
• Amok		Fox
And Suddenly It's Murder	A2	For.
Any Number Can Win	A2	MGM
• Ape Woman, The		Emb.
• Aphrodite, Goddess Of Love		Emb.
Atom Age Vampire		For.
Auntie Mame—Re.	A3	WB

PLEASE NOTE . . .

This SERVISECTION is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF

B

Bandits On The Wind		For.
Battle of the Worlds		Misc.
Beach Party	A3	A-I
• Bedtime Story	A3	U
• Bear, The	A1	Emb
• Behold A Pale Horse		Col.
Beauty And The Beast	A1	UA
Beauty And The Body		Misc.
Becket	A3	Par.
Bell, Bare and Beautiful		Misc.
• Best Man, The		UA
Best Of Cinerama, The		Misc.
Big Risk	A3	UA
Billy Liar	A3	For.
• Black Sabbath		AI
Black Gold	A1	WB
Black Zoo	A2	AA
Brass Bottle, The	A1	U
Break, The		For.
• Bullet For A Badman		U
Bunny Yeager's Nude Las Vegas		Misc.
Bye, Bye Birdie	A3	Col.

C

• California	A3	AI
Call Me Bwana	A2	UA
Captain Newman, M.D.	A2	U
Captain Sinbad	A1	MGM
• Captive City		AI
Cardinal, The	A3	Col.
Caretakers, The	A3	UA
• Carpetbaggers, The	B	Par.
Castillian, The	A2	WB
Cattle King	A1	MGM
Ceremony, The	A3	UA
• Chalk Garden, The	A2	U-I
Charde	A2	U-I
• Cheyenne Autumn		WB
Children Of The Dammed	A2	MGM
• Circus World		Par.
• Clash By Night		AA
Cleopatra	B	Fox
Clown And The Kid, The	A1	UA
Come Blow Your Horn	A3	Par.
Comedy of Terrors, The	B	AI
Commando		A-I
Condemned Of Altona, The	A3	Fox
• Congo Vivo		Col.
Conjugal Bed, The	B	EMB
• Contempt		Emb.
Corridors of Blood	A3	Misc.
Counterfeiters Of Paris, The	A3	MGM
Court Martial	A2	UA
Courtship Of Eddie's Father, The	A2	MGM
Crawling Hand, The		Misc.
• Crimson Blade, The	A1	Col.
Cry Double Cross		For.
Cry Of Battle	B	AA
• Curse Of The Living Corpse, The	B	Fox

D

• Daffy		U
Dark Purpose	A2	U
Day And The Hour, The	A2	MGM
Day Mars Invaded Earth, The	A1	Fox
Day Of The Triffids, The	A2	AA
Dead Ringer	A3	WB
Dementia (Filmgroup)	B	A-I
Devil Ship Pirates		Col.
Die Fliedermaus		For.
Dime With A Halo	A3	MGM
• Distant Trumpet, A	A2	WB
Doulas, The Fingerman		For
Dream Maker, The	A-I	U
Dr. Crippen	A3	WB
Dr. Strangelove	A4	Col.
Doll, The	C	For.
Donovan's Reef	A2	Par.
Don't Give Up The Ship—Re.	A3	Par.
Drums Of Africa	A1	MGM
• Dubious Patroits, The		UA
Dual Of The Titans	A2	Par.

E

Easy Life, The	A4	Emb.
• East Of Sudan		Col.
8½	A4	Emb.
• Emil And The Detectives		BV
Empty Canvas, The		Emb.
Ensign Pulver	A2	WB
Erik, The Conqueror	A2	A-I
• Evil of Frankenstein, The		U
• Evil Eye		A-I
Eyes of Annie Jones	A3	Fox

F

Face In The Rain		Emb.
• Fail Safe		Col.
• Fall Of The Roman Empire		Par.

FEAR—Boris Karloff
GOLIATH AND THE ISLAND OF VAMPIRES—(S; C)—Gordon Scott
GRAVESIDE STORY, THE—(PV; C)—Vincent Price, Peter Lorre, Boris Karloff
ITS ALIVE—(C)—Peter Lorre, Elsa Lanchester
LAST MAN ON EARTH—Vincent Price
MASQUE OF THE RED DEATH, THE—(PV; C)—Vincent Price, Hazel Court
MUSCLE BEACH PARTY—Frankie Avalon, Annette Funicello
SAMSON AND THE SLAVE QUEEN—(C; S)—Allen Steele
SOME PEOPLE—(C)—Kenneth More
UNEARTHLY STRANGER, THE—John Neville
UNDER AGE—Anne MacAdams, Roland Royter
WAR HEAD—Sean Connery, Stanley Holloway

BUENA VISTA

DISTRIBUTED DURING THE PAST 12 MONTHS

FANTASIA—NOV-117m.—(TC)—Leopold Stokowski and Phila. Orchestra—5097 (10-9-63)—Reissue of something different should attract lots of interest in metropolitan sectors
INCREDIBLE JOURNEY, THE—MD-80m.—(TC)—Emile Genest, John Drainie—5101 (10-23-63)—Interesting Disney presentation
MISADVENTURES OF MERLIN JONES, THE—C-88m.—(TC)—Tommy Kirk, Annette—5125 (1-22-64)—Fairly amusing entry
143 SAVAGE SAM—MD-104m.—(TC)—Tommy Kirk, Kevin Corcoran, Marta Kisten—5049 (5-29-63)—Exciting Disney meller.
144 SUMMER MAGIC—CD-108m.—(TC)—Hayley Mills, Burl Ives. Dorothy Mcguire—5061 (6-26-63)—Another Disney family entertainment
SWORD IN THE STONE, THE—CAR-75m.—(TC)—Walt Disney—5097 (10-9-63)—Entertaining cartoon entry for kiddies and the young in heart
THREE LIVES OF THOMASINA, THE—D-97m.—(TC)—Patrick McGoohan, Susan Hampshire—5117 (12-18-63)—Entertaining Disney release—Filmed in England
TIGER WALKS, A—D-91m.—(TC)—Brian Keith, Vera Miles—5145 (3-18-64)—Good entry for family and younger set has Disney name
20,000 LEAGUES UNDER THE SEA—MD-127m.—(CS; TC)—Kirk Douglas, Peter Lorre—5098 (10-9-63)—Reissue is high rating Disney feature
YELLOWSTONE CUBS—DOC—47m.—(TC)—Narrated by Rex Allen—5049 (5-29-63)—Entertaining Disney featurette

TO BE REVIEWED

EMIL AND THE DETECTIVES—Walter Slezak, Cindy Cassell
MARY POPPINS—(TC)—Julie Andrews, Dick Van Dyke
MOON-SPINNERS, THE—Hayley Mills, Eli Wallach
THOSE CRAZY CALLOWAYS—(TC)—Brandon De Wilde, Brian Keith

COLUMBIA

DISTRIBUTED DURING THE PAST 12 MONTHS

719 BYE BYE BIRDIE—MUC-112m.—(PV; EC)—Janet Leigh, Dick Van Dyke, Ann Margaret—5037 (4-17-63)—Solid, popular musical comedy entertainment
CARDINAL, THE—D-175m.—(PV; TC)—Tom Tryon, Romy Schneider, Carol Lyndley—5101 (10-23-63)—High rating drama is gratifying on all counts
DEVIL-SHIP PIRATES—MD-86m.—(HammerScope; C)—Christopher Lee, Andrew Keir—5145 (3-18-64)—Okay adventure yarn—English-made
DR. STRANGELOVE: OR HOW I LEARNED TO STOP WORRYING AND LOVE THE BOMB—CD-93m.—Peter Sellers, George C. Scott, Sterling Hayden—5129 (2-5-64)—Unusual serio-comedy should spark loads of word of mouth
721 FURY OF THE PAGANS—MD-86m.—(Dyaliscope)—Edmund Purdom, Rossana Podesta—5069 (7-24-63)—Another Italian-made spectacle for the program
GIDGET GOES TO ROME—C-101m.—(EC)—Cindy Carol, James Darren—5073 (8-7-63)—Gidget rides again in colorful entry —Filmed in Italy
IN THE FRENCH STYLE—D-105m.—Jean Seberg, Stanley Baker—5093 (9-25-63)—Poignant love story of American girl in Paris—Made in France
722 JASON AND THE ARGONAUTS—FAN-104m.—(EC)—Todd Armstrong, Nancy Kovack—5053 (6-12-63)—Entertaining fantasy features top special effects
003 JUST FOR FUN—MU-72m.—Mark Wynter,, Cherry Roland, Bobby Vee—5061 (6-26-63)—For lower half of program—English
714 LAWRENCE OF ARABIA—D-222m.—(PV; TC)—Peter O'Toole, Alec Guinness, Anthony Quinn—5005 (12-19-62)—Top ranking adventure epic is loaded with potential
L-SHAPED ROOM, THE—D-125m.—Leslie Caron, Tom Bell—5051 (5-29-63)—Absorbing tale of a girl's problem—English—Davis-Royal
MANIAC—MD-86m.—Kerwin Mathews, Nadia Gray—5101 (10-23-63)—Interesting mystery meller—English made
OLD DARK HOUSE, THE—CMD—86m.—Tom Poston, Janette Scott—5102 (10-23-63)—Amusing comedy shocker—English made
REACH FOR GLORY—D-89m.—Harry Andrews, Kay Walsh—5093 (9-25-63)—Strong entry for art spots—English made—Royal Films Int.
RUNNING MAN, THE—MD-103m.—(PV; EC)—Laurence Harvey, Lee Remick—5094 (9-25-63)—Interesting chase yarn—Filmed abroad
SEIGE OF THE SAXONS—MD-85m.—(TC)—Janette Scott, Ronald Lewis—5089 (9-11-63)—Fair programmer—Filmed in England
STRAIT-JACKET—MD-89m.—Joan Crawford, Diana Baker, Leif Erickson—5121 (1-8-64) Grisly, but exploitable, horror shocker
SWINGIN' MAIDEN, THE—C-81m.—(TC)—Michael Craig, Anne Helm, Jeff Donnell—5125 (1-22-64)—Fair supporting feature—t English made
006 THREE STOOGES GO AROUND THE WORLD IN A DAZE, THE—C-94m.—3 Stooges, Joan Freeman—5089 (9-11-63)—Cute take-off on Jules Verne work
001 13 FRIGHTENED GIRLS—MD-89m.—(EC)—Kathy Dunn, Murry, Hamilton—5061 (6-26-63)—Interesting programmer
UNDER THE YUM YUM TREE—C-110m.—(EC)—Jack Lemmon, Carol Lynley, Dean Jones—5098 (10-9-63)—Amusing romantic comedy
VICTORS, THE—D-153m.—(PV)—George Hamilton, George Peppard, Romy Schneider, others—5105 (11-6-63)—Provocative and unusual entry of much merit—Filmed abroad

COMING FEATURES IN ORDER OF RELEASE

Mar. PSYCHE 59—Curt Jurgens, Patrica Neal
April QUICK GUN, THE—(C)—Audie Murphy, Merry Anders

COMING

BEHOLD A PALE HORSE—Gregory Peck, Anthony Quinn
CONGO VIVO—Jean Sebastian, Bachir Toure
CRIMSON BLADE, THE—Lionel Jeffries, June Thorburn—English
EAST OF SUDAN—(TC)—Anthony Quale, Sylvia Sims—English
FAIL SAFE—Henry Fonda, Dan O'Herlihy
FINEST HOURS, THE—Documentory On Sir Winston Churchill—English-made
FIRST MEN IN THE MOON—(PV; TC)—Edward Judd, Martha Hyer
GOOD NEIGHBOR SAM—(C)—Jack Lemmon, Romy Schneider
HEY THERE, IT'S YOGI BEAR—(C)—Feature Cartoon
LILITH—Warren Beatty, Jean Seberg, Kim Hunter, Peter Fonda
I LOVE, YOU LOVE—(Ultrascope; C)—Don Jada's Japanese Revue, Red Army Choir, Moise Ballet
LONG SHIPS, THE—TE; TC)—Richard Widmark Sidney Poitier, Leslie Parrish
LORD JIM—(Super PV; TC)—Peter O'Toole, James Mason, Curt Jurgens
LOVE HAS MANY FACES—(PV; C)—Lana Turner, Cliff Robertson, Hugh O'Brian
MAJOR DUNDEE—(PV; C)—Charleston Heston, Richard Harris
MICKEY ONE—Franchot Tone, Hurd Hatfield, Alexandra Stewart
NEW INTERNS, THE—Michael Callan, Stefanie Powers
PLAYBOY—(C)—Tony Curtis
PLAY IT COOLER—Anthony Newly, Anne Aubrey
PUMPKIN EATER, THE—Anne Bancroft, Peter Finch—English
RIDE THE WILD SURF—(C)—Fabian, Tab Hunter
SCARLET BLADE—(C)—Lionel Jeffries—English-made
SENILITA—Anthony Franciosa, Claudia Cardinale
THESE ARE THE DAMMED—Macdonald Carey, Shirley Ann Field
TRAVELING LADY, THE—Steve McQueen, Lee Remick
WATCH IT, SAILOR—Dennis Price Marjorie Rhodes

EMBASSY

8½—FAN-135m.—Marcello Mastroianni, Claude Cardinale—5061 (6-26-63)—Strictly for art house sophisticates and Fellini fans—Italian; English titles
CONJUGAL BED, THE—CD-87m.—Ugo Tognazzi, Vldady—5094 (9-25-63)—Well-made, entertaining import—Italian made; English titles
EASY LIFE, THE—D-105m.—Vittorio Gassman, Jean Louis Trintignant—5121 (1-8-64)—Highly interesting import—Italian-made; English titles

FACE IN THE RAIN, A—D-81m.—Rory Calhoun, Marina Berti, Niall MacGinnis—5029 (3-20-63)—Supense in war for program—Italian; English language
FURY AT SMUGGLERS BAY—MD-92m.—Peter Cushing, Michele Mercier—5117 *(12-18-63)—Mediocre import—English-made*
LANDRU—D-114m.—(EC)—Charles Denner, Michele Morgan—5037 (4-17-63)—Absorbing import—French; English titles
WOMEN OF THE WORLD—DOC-107m.—(TC)—Narrated by Peter Ustinov—5065 (7-10-63)—Informative peek at cultural and anatomical similarities of women of the world in "Mondi Cane" Fashion—Italian; English narration

COMING

BEAR, THE—Renato Rascal, Francis Blanche
APHRODITE, GODDESS OF LOVE—(C)—Isabel Corey
CONTEMPT—(WS; C)—Brigitte Bardot, Jack Palace—French
HOUSE IS NOT A HOME, A—Shelley Winters, Ralph Taeger, Robert Taylor
PASSIONATE THIEF, THE—Anna Magnani
YOUNG GIRLS OF GOOD FAMILY—Ziva Rodann—French
LIGHT FANTASTIC, THE—Dolores McDougal, Barry Bartle
LOVE MAKERS, THE—Claudia Cardinale, Jean-Paul Belmondo
THREE PENNY OPERA—Curt Jurgens, June Ritchie
GHOST AT NOON—(C)—Brigitte Bardot, Jack Palance
EMPTY CANVAS, THE—Bette Davis, Horst Buchholz
ONLY ONE NEW YORK—Documentary
YESTERDAY, TODAY AND TOMORROW—Sophia Loren, Marcello Mastroianni
ZULU—(TE; TC)—Stanley Baker, Jack Hawkins, Ulla Jacobson
APE WOMAN, THE—Ugo Tognazzi, Annie Girardot—Italian

MGM

DISTRIBUTED DURING THE PAST 12 MONTHS

S421 **ANY NUMBER CAN WIN**—MD-111m.—(Dialyscope)—Jean Gabin, Alain Delon—5102 (10-23-63)—Good import—French-made; English titles
326 **CAPTAIN SINDBAD**—FAN-85m.—(TC)—Guy Williams, Heidi Bruhl—5062 (6-26-63)—Well-made fantasy is solid entertainment—Filmed abroad
331 **CATTLE KING**—W-89m.—(EC)—Robert Taylor, Joan Caulfield—5053—(6-12-63)—Large scale western
CHILDREN OF THE DAMNED—D-90.—Ian Hendry, Barbara Ferris—5126 (1-22-64)—Superior suspense shocker is worthy sequel of "Village Of The Damned"—English-made
313 **COUNTERFEITERS OF PARIS, THE**—CMD-99m.—Jean Gabin, Martine Carol—5029 (3-20-63)—Comedy meller has Gallic charm and Jean Gabin—French; English titles
321 **COURTSHIP OF EDDIE'S FATHER, THE**—CD-117m.—(PV; MC)—Glenn Ford, Shirley Jones, Ronny Howard—5029 (3-20-63)—Fine entertainment for everyone
DAY AND THE HOUR, THE—MD-115m.—Simone Signoret, Stuart Whitman—5141 (3-4-64)—Interesting import—French-made; English dialogue and titles
318 **DIME WITH A HALO**—D-94m.—Barbara Luna, Roger Mobley, Paul Langton—5030 (3-20-63)—Satisfactory for the program
327 **DRUMS OF AFRICA**—MD-92m.—(MC)—Frankie Avalon, Mariette Hartley—5042 (5-1-63)—Okay adventure yarn for program
FAMILY DIARY—D-114m.—(TC)—Marcello Mastroianni, Jacques Perrin—5113 (12-4-63)—Drama for art spots—Italian-made; English titles
330 **FLIPPER**—D-90m.—(MC)—Chuck Connors, Luke Halpin, Kathleen Maguire—5045 (5-15-63)—Good family entertainment
319 **FOUR DAYS OF NAPLES, THE** —D-124m.—Regina Bianchi, Aldo Guiffre—5037 (4-17-63)—Inspiring Import deserves highest rating—Italian; English titles
GLOBAL AFFAIR, A—C-84m.—Bob Hope, Lilo Pulver—5129 (2-5-64)—Hope comedy is cute idea
401 **HAUNTING, THE**—D-112m.—(PV)—Julie Harris, Claire Bloom, Richard Johnson—5077 (8-21-63)—Superior shocker with names
HOW THE WEST WAS WON—D-155m.—(CN; TC)—James Stewart, Debbie Reynolds, George Peppard, others—4997 (11-21-62)—The greatest western spectacle; tops them all
406 **HOOTENANNY HOOT**—MU-91m.—Peter Breck, Ruta Lee, Pam Austin—5089 (9-11-63)—Entertaining entry pushing new country music craze
325 **IN THE COOL OF THE DAY**—D-89m.—(PV; MC)—Jane Fonda, Peter Finch—5049 (5-29-63)—Fairly interesting romance
323 **IT HAPPENED AT THE WORLD'S FAIR**—C-105m.—(PV; MC)—Elvis Presley, Joan O'Brien—5038 (4-17-63)—All depends on Presley draw
KISSIN' COUSINS—CMU-96m.—(MC)—Elvis Presley, Glenda Farrell—5141 (3-4-64)—Cute Presley entry
MAIL ORDER BRIDE—C-85m.—(PV; MC)—Buddy Ebsen, Keir Dullea, Lois Nettleton—5126 (1-22-64)—Appealing western comedy with different twist
307 **MAIN ATTRACTION, THE**—D-90m.—(MC)—Pat Boone, Nancy Kwan—5053 (6-12-63)—Adult drama of young love with circus background—Filmed in England and Italy
403 **MURDER AT THE GALLOP**—CD-81m.—Margaret Rutherford, Robert Morley—5065 (7-10-63)—'Miss Marple' returns in another delightful mystery-comedy—English
355 **MUTINY ON THE BOUNTY**—D-179m.—(PV; TC)—Marlon Brando, Trevor Howard, Tarita—4998 (11-21-62)—High rating adventure entry
PRIZE, THE—D-135m.—(PV; MC)—Paul Newman, Elke Sommer, Edward G. Robinson—5114 (12-4-63)—Names, plenty of action boost plush drama—Partly made In Sweden
324 **RIFIFI IN TOKYO**—MD-89m.—Karl Boehm, Barbara Lass—5042 (5-1-63)—Ordinary crime meller Is program material—Made in Japan
SEVEN FACES OF DR. LAO—FAN.-100m.—(MC)—Tony Randall, Arthur O'Connell, Barbara Eden—5141 (3-4-64)—Unusual, interesting fantasy
309 **SEVEN SEAS TO CALAIS**—MD-102m.—(CS; EC)—Rod Taylor, Irene Worth—5030 (3-20-63)—Good Swashbuckling Adventure—Italian; spoken In English
328 **SLAVE, THE**—MD-102m.—(CS; EC)—Steven Reeves—5045 (5-15-63)—Good action entry about ancient Romans—Italian-made dubbed in English
SQUARE OF VIOLENCE—MD-96m.—(Wide Screen)—Broderick Crawford—5098 (10-9-63)—Okay programmer—European made
SUNDAY IN NEW YORK—C-105m.—(MC)—Cliff Robertson, Jane Fonda, Rod Taylor—5117 (12-18-63)—Bright, sophisticated comedy to suit adult tastes
333 **TARZAN'S THREE CHALLENGES**—MD-92m.—(Dylascope; MC)—Jock Mahoney, Woody Strode—5066 (7-10-63)—Colorful Tarzan adventure—Filmed abroad
334 **TICKLISH AFFAIR, A**—AC-89m.—(PV; MC)—Shirley Jones, Gig Young, Red Buttons—5066 (7-10-63—Mild romantic comedy aimed at family audiences
409 **TWILIGHT OF HONOR**—D-104m.—(PV)—Richard Chamberlain, Nick Adams, Joan Blackman—5094 (9-25-63)—Interesting trial drama for adults
TWO ARE GUILTY—D-131m.—Anthony Perkins, Jean-Claude Brialy—5142 (3-4-64)—Interesting import—French-made; English titles
404 **WHEELER DEALERS, THE**—C-106m. (PV; MC)—James Garner, Lee Remick—5094 (9-25-63)—Money-men run riot in bright, star-filled farce
336 **YOUNG AND THE BRAVE, THE**—D-84m.—Rory Calhoun, William Bendix—5046 (5-15-63)—Okay programmer
402 **V.I.P.'s THE**—D-119m.—(PV; MC)—Elizabeth Taylor, Richard Burton, Louis Jourdan—5077 (8-21-63)—A big one with potent names—English made

COMING FEATURES IN ORDER OF RELEASE

VICE AND VIRTUE—Catherine Daneuve, Annie Girardot, Robert Hassein
TIKO AND THE SHARK—(WS; C)—Tahitian Cast
Mar. **NIGHT MUST FALL**—Albert Finney—English
Mar. **MGM'S BIG PARADE OF COMEDY**—Compilation
April **ADVANCE TO THE REAR**—(PV)—Glenn Ford, Stella Stevens, Jim Backus

COMING

AMERICANIZATION OF EMILY, THE—James Garner, Julie Andrews, Melvyn Douglas
FLIPPER'S NEW ADVENTURE—(MC)—Brian Kelly, Helen Cherry
GLADIATORS SEVEN—(CS)—Richard Harrison
GOLDEN ARROW, THE—(TE; EC)—Tab Hunter, Rosanna Padesta
GOLD FOR THE CAESARS—(C)—Jeffrey Hunter
GUNFIGHTERS AT CASA GRANDE—Alex Nicol
HERCULES, SAMSON, AND ULYSSES—(WS; EC)—Kirk Morris, Richard Lloyd—Italian-made
HONEYMOON HOTEL—(CS)—Robert Goulet, Nancy Kwan
LOOKING FOR LOVE—(MC)—Connie Francis, Jim Hutton
LOVE CAGE—Jane Fonda, Alan Delon
MURDER MOST FOUL—Margaret Rutherford, Terry Scott
NIGHT OF THE IGUANA—Richard Burton, Ava Gardner, Deborah Kerr
OF HUMAN BONDAGE—Kim Novak, Laurence Harvey
OUTRAGE, THE—(PV)—Paul Newman, Claire Bloom, Laurence Harvey
POSTMAN'S KNOCK—Spike Milligan, Barbara Shelley

Family Diary	A2	MGM
Fantasia—Re.	A2	BV
Farewell To Arms, A—Re.—	B	Fox
• Fate Is The Hunter		Fox
• FBI Code 98	A1	WB
• Fear		A-I
Fiances, The	A2	For.
55 Days At Peking	A1	AA
• Finest Hours, The		Col.
Fire Within, The		For.
• First Men In The Moon		Col.
Flight From Ashiya	A3	UA
Flipper	A1	MGM
• Flipper's New Adventure		MGM
For Love Or Money	B	U-I
• For Those Who Think Young		UA
Four Days Of Naples	A2	MGM
Four For Texas	B	WB
Free White and 21	B	A-I
From Russia, With Love	B	UA
Fun In Acapulco	A3	Par.
Fury at Smuggler's Bay	A2	Emb
Fury Of The Pagans	A2	Col.

G

Gathering Of Eagles, A	A1	U-I
• Ghost At Noon		Emb.
Giant Of Metropolis, The		For.
Gidget Goes To Rome	A1	Col.
Glass Cage, The		Misc.
• Gladiators Seven	A-I	MGM
Global Affair, A	A3	MGM
• Gold For The Caesars		MGM
• Golden Arrow, The		MGM
• Goliath And The Island Of Vampires	A1	A-I
Gone Are The Days	A2	Misc.
• Good Neighbor Sam		Col.
• Good Soup, The		Fox
• Graveside Story, The		A-I
Great Escape, The	A1	UA
• Great Race, The		WB
• Greatest Story Ever Told, The		UA
Guest, The	A3	For
Gunfight At, Comanche Creek	A3	AA
Gunfight At The Ok Corral—Re.	B	Par.
• Gunfighter At Casa Grande		MGM
Gun Hawk, The	B	AA
• Guns At Batasi		Fox

H

Hand Of Death	A2	Fox
Harbor Lights	A2	Fox
Haunted Palace	A2	A-I
Haunting, The	A2	MGM
He Rides Tall	B	U
• Hercules, Samson And Ulysses		MGM
• Hey There, It's Yogi Bear		Col.
• Hide And Seek	A2	U
High And Low		For.
• Honeymoon Hotel		MGM
Hootenanny Hoot	A2	MGM
• Horror Of It All, The		Fox
• Horror Of Party Beach, The	B	Fox
House Of The Damned	A2	Fox
• House Is Not A Home, A		Emb.
• How To Murder Your Wife		UA
How The West Was Won	A1	MGM
Hud	A3	Par.

I

I Could Go On Singing	A3	UA
• I'D Rather Be Rich		U
• I Love, You Love	C	Col.
Incredible Journey, The	A1	BV
In The French Style	A3	Col.
In The Cool Of The Day	B	MGM
Incredible Mr. Limpet, The	A1	WB
Invincible Gladiator, The		For.
• Invitation To A Gunfighter		UA
Invitation To Murder		For.
Irma La Douce	B	UA
Island Of Love	B	WB
• Island Of The Blue Dolphins		U
It Happened At The World's Fair	A2	MGM
• It's Alive		AI
It's A Mad, Mad, Mad, Mad World	A1	UA

J

Jason and the Argonauts	A1	Col.
Johnny Cool	B	UA
Just For Fun	A2	Col.

K

King Kong vs. Godzilla	A1	U
Kings Of The Sun	A2	UA
• Kiss Me, Stupid		UA
Kiss Of The Vampire	A2	U
• Kisses For My President		WB
Kissin' Cousins	B	MGM
• Kitten With A Whip		U
Knife In The Water	C	For.

L

L Shaped Room	A4	Col.
Ladies Who Do	A2	For.
Ladybug, Ladybug	A2	UA
• Lady In A Cage	B	Par.
Lancelot And Guinevere (Sword of Lancelot)	A2	U-I
Landru	B	Emb.
Lassie's Great Adventure	A1	Fox
• Last Man on Earth		A-I
Last Train From Gun Hill, The—Re.	A2	Par.
Lawrence Of Arabia	A2	Col.
Law Of The Lawless	A1	Par.
Leopard, The	A3	Fox
• Life In Danger, A	A2	AA
• Light Fantastic, The	B	Emb.
Lilies Of The Field, The	A1	UA
• Lilith		Col.
List Of Adrian Messenger, The	A1	U-I
• Lively Set, The		U
• Long Ships, The		Col.
• Longest Day, The	A1	Fox
• Looking For Love	B	MGM
• Lord Jim		Col.
• Love Cage		MGM
• Love Has Many Faces		Col.
• Love Makers, The		Emb.
Love On A Pillow	C	Col.
Love With the Proper Stranger	A3	Par.

M

Madmen Of Mandores		Misc.
Mail Order Bride	A3	MGM
Main Attraction, The	B	MGM
• Major Dundee		Col.
Man From Galveston, The	A2	WB
Man In The Middle	B	Fox
Man Who Knew Too Much, The —RE	A1	Par.
Maniac	A3	Col.
Man's Favorite Sport?	A3	U-I
Marilyn	B	Fox
• Marnie		U
• Mary Poppins		BV
Mary, Mary	A2	WB
• Masque Of The Red Death		AI
• Master Spy		AA
• McHale's Navy		U
• MGM's Big Parade Of Comedy	A1	MGM
McLintock	A1	UA
• Mickey One		Col.
Mind Benders, The	A3	A-I
Misadventures of Merlin Jones	A1	BV
• Mister Moses		UA
Moderato Contabile		For.
• Moon-Spinners, The		BV
Move Over, Darling	A3	Fox
Murder At The Gallop	A1	MGM
• Murder Most Foul		MGM
• Muscle Beach Party		A-I
Mutiny On The Bounty	A2	MGM
• My Fair Lady		WB
My Son, The Hero	A1	UA
My Son the Vampire		For.

N

Naked Autumn		For.
• Naked Kiss, The	A3	AA
• Never Put It In Writing		AA
• New Interns, The		Col.
New Kind Of Love, A	B	Par.
• Night Must Fall		MGM
• Night Of The Iguana		MGM
• Nightmare	A2	U
Nutty Professor, The	A1	Par.

O

• Of Human Bondage		MGM
Of Love And Desire	B	Fox
Old Dark House, The	A2	Col.
One Man's Way	A1	UA
1000 Shapes of A Female		Misc.
• Only One New York		Emb.
• Out-Of-Towners, The		WB
• Outrage, The		MGM

RHINO—(MC)—Harry Guardino, Robert Culp
SANDOKAN, THE GREAT—(WS; TC)—Steve Reeves
SIGNPOST TO MURDER—(PV)—Joanne Woodward, Stuart Whitman
SMOG—(WS)—Annie Girardot, Renato Salvatore
TAMAHINE—(C)—Nancy Kwan, John Fraser
UNSINKABLE MOLLY BROWN, THE—(PV; MC)—Debbie Reynolds, Harve Presnell
VILLAGE OF DAUGHTERS—Eric Sykes, Gregoire Aslan
VIVA LAS VEGAS—PV; MC)—Elvis Presley, Ann Margret

PARAMOUNT

DISTRIBUTED DURING THE PAST 12 MONTHS

6307 **ALL THE WAY HOME**—D—103m.—Jean Simmons, Robert Preston, Michael Kearney—5095 (9-25-63)—Well made drama for discriminating audiences
BECKET—D-148m.—(PV; TC)—Richard Burton, Peter O'Toole, Martita Hunt—5146 (3-18-64)—High rating dramatic entertainment
6221 **COME BLOW YOUR HORN**—C-112m.—(PV; TC)—Frank Sinatra, Molly Picon, Barbara Rush—5049 (5-29-63)—Very funny comedy should roll to top returns
6220 **DONOVAN'S REEF**—CD-107m.—(TC)—John Wayne, Lee Marvin, Elizabeth Allen—5062 (6-26-63)—Sell the names and the action
R6301 **DON'T GIVE UP THE SHIP**—C-89m.—Jerry Lewis—5073 (8-7-63)—Amusing Lewis entry—Reissue
6217 **DUEL OF THE TITANS**—MD-90m.—(CS; EC)—Steve Reeves, Gordon Scott, Virna Lisi—5062 (6-26-63)—Actionful, large scale spectacle of ancient times—French-Italian co-production; dubbed in English
6305 **FUN IN ACAPULCO**—MU-100m.—(TC)—Elvis Presley, Ursula Andress—5109 (11-20-63)—Presley sings again
R6218 **GUNFIGHT AT THE O.K. CORRAL**—W-122m.—(TC)—Burt Lancaster, Kirk Douglas—5056 (6-12-63)—Super western rates high—Reissue
6216 **HUD**—D-112m.—(PV)—Paul Newman, Melvin Douglas, Patricia Neal—5046 (5-15-63) High rating dramatic entertainment
R6223 **LAST TRAIN FROM GUN HILL, THE**—W-94m.—(TC)—Kirk Douglas, Anthony Quinn—5056 (6-12-63)—Suspenseful, big scale western—Reissue
LAW OF THE LAWLESS—W-87m.—(TS-TC)—Dale Robertson, Yvonne DeCarlo, William Bendix—5146 (3-18-64)—Suspenseful western with big names
6312 **LOVE WITH THE PROPER STRANGER**—D-100m.—Natalie Wood, Steve McQueen—5118 (12-18-63)—Warm, entertaining drama of youngsters searching for love
R6214 **MAN WHO KNEW TOO MUCH, THE**—MD-120m.—(VV; TC)—James Stewart, Doris Day—5046 (5-15-63)—Reissue of high rating Hitchcock thriller
6304 **NEW KIND OF LOVE, A**—C-110m.—(TC)—Paul Newman, Joanne Woodward, Thelma Ritter—5090 (9-11-63)—Entertaining comedy
6219 **NUTTY PROFESSOR, THE**—C-107m.—(TC)—Jerry Lewis, Stella Stevens—5046 (5-15-63)—Jerry Lewis rides again
6318 **PARIS PICK-UP**—D-90m.—Robert Houssein, Lea Massari—5114 (12-4-63)—Mystery meller import of average interest—French-made; dubbed in English
PARIS WHEN IT SIZZLES—C-110m.—(TC)—William Holden, Audrey Hepburn—5146 (3-18-64)—Fair comedy will depend on name power—French-made
R6302 **ROCK-A-BYE BABY**—C-116m.—(TC)—Jerry Lewis—5073 (8-7-63)—Highly amusing Lewis entry—Reissue
6313 **SEVEN DAYS IN MAY**—D-120m.—Burt Lancaster, Kirk Douglas, Ava Gardner—5129 (2-5-64)—Engrossing drama with name-filled cast
6317 **SON OF CAPTAIN BLOOD**—MD-88m.—(CS; TC)—Sean Flynn, Ann Todd—5114 (12-4-63)—Fair action entry—Made abroad
R6308 **TO CATCH A THIEF**—MYC-106m.—(VV; TC)—Cary Grant, Grace Kelly—5073 (8-7-63)—High rating entertainment—Reissue
R6215 **TROUBLE WITH HARRY, THE**—C-99m.—(VV; TC)—Edmund Gwenn, John Forsythe, Shirley MacLaine—5046 (5-15-63)—Reissue is off-beat, amusing Hitchcock entry
R6309 **VERTIGO**—MD-127m.—(VV; TC)—James Stewart, Kim Novak—5073 (8-7-63)—Names will help suspense film—Reissue
6310 **WHO'S BEEN SLEEPING IN MY BED?**—C-103m.—(PV; TC)—Dean Martin, Elizabeth Montgomery, Carol Burnett—5114 (12-4-63)—Sophisticated, adult comedy
6306 **WHO'S MINDING THE STORE?**—C-90m.—(TC)—Jerry Lewis, Jill St. John—5114 (12-4-63)—Amusing Lewis entry
6303 **WIVES AND LOVERS**—C-103m.—Janet Leigh, Van Johnson, Shelly Winters—5073 (8-7-63)—Loads of laughs in sophisticated comedy about romantic hi-jinks

COMING FEATURES IN ORDER OF RELEASE

June **LADY IN A CAGE**—Olivia de Havilland, Jeff Corey, Ann Southern

COMING

CARPETBAGGERS, THE—(70mm. PV; TC)—George Peppard, Alan Ladd, Carroll Baker, Martha Hyer
CIRCUS WORLD—(TC)—John Wayne, Claudia Cardinale, John Smith, Rita Hayworth
FALL OF THE ROMAN EMPIRE—(UltraPV; TC)—Sophia Loren, Stephen Boyd
PATSY, THE—(TC)—Jerry Lewis, Ina Balin
ROBINSON CRUSOE ON MARS—(TS; TC)—Paul Mantee, Vic Lundin
ROUSTABOUT—(T; TC)—Elvis Presley, Barbara Stanwyck
STAGE TO THUNDER ROCK—(TC)—Barry Sullivan, Marilyn Maxwell, Scott Brady
WHERE LOVE HAS GONE—(TS; TC)—Susan Hayward, Bette Davis

20TH CENTURY-FOX

DISTRIBUTED DURING THE PAST 12 MONTHS

304 **DAY MARS INVADED EARTH, THE**—MD-70m.—(CS)—Kent Taylor, Marie Windsor—5050 (5-29-63)—Unusual, interesting programmer
CLEOPATRA—D-192m.—(Todd-AO; DC)—Elizabeth Taylor, Richard Burton, Rex Harrison—5062 (6-26-63)—Superior entertainment
312 **CONDEMNED OF ALTONA, THE**—D-114m.—Sophia Loren, Maximilian Schell, Fredric March—5090 (9-11-63)—Powerful, disturbing drama for discriminating—Made In Europe
EYES OF ANNIE JONES, THE—MD-73m.—Richard Conte, Francesca Annis—5146 (3-18-64)—Okay dualler—English-made
320 **FAREWELL TO ARMS, A**—D-123m.—(CS; DC)—Rock Hudson, Jennifer Jones—5090 (9-11-63)—Fine filmization of famous book—Reissue
212 **HAND OF DEATH**—MD-62m.—(CS)—John Agar, Paula Ramond—5038 (4-17-63)—'Moster' dualler
317 **HARBOR LIGHTS**—MD-68m.—(CS)—Kent Taylor, Miriam Colon—5069 (7-24-63)—Fair programmer
313 **HOUSE OF THE DAMNED**—MD-62m.—(CS)—Ronald Foster, Merry Anders—5042 (5-1-63)—Good "haunted house" meller for duallers
LASSIE'S GREAT ADVENTURE—MD-103m.—(DC)—Lassie, Jon Provost, June Lockhart—5147 (3-18-64)—Okay for kids as part of program
311 **LEOPARD, THE**—D-161m.—(CS; DC)—Burt Lancaster, Alan Delon, Claudia Cardinale—5078 (8-21-63)—Cannes prize winner is over-long entry for art, specialty spots—Italian-made
318 **LONGEST DAY, THE**—D-180m.—(CS)—All-star cast—4986 (10-10-62)—High rating war entry—Filmed abroad
401 **MAN IN THE MIDDLE**—D-94m.—(CS)—Robert Mitchum, France Nuyen—5121 (1-8-64)—Interesting drama—Filmed In England and India
302 **MARILYN**—DOC.—83m.—(CS; C and black and white)—Narrated by Rock Hudson—5056 (6-12-63)—Mildly impressive documentary on late Marilyn Monroe
324 **MOVE OVER DARLING**—C-103m.—(CS; DC)—Doris Day, James Garner, Polly Bergen—5115 (12-4-63)—Entertaining comedy
319 **OF LOVE AND DESIRE**—D-97m.—(DC)—Merle Oberon, Steve Cochran, Curt Jurgens—5090 (9-11-63)—Romantic drama is fair entry for adults only—Mexican-made
316 **POLICE NURSE**—MD-64m.—(CS)Ken Scott, Merry Anders—5050 (5-29-63)—For the lower half
SHOCK TREATMENT—D-94m.—(CS)—Stuart Whitman, Carol Lynley, Roddy McDowell, Lauren Bacall—5142 (3-4-64)—Exploitable shocker
SOUTH PACIFIC—MU-151m.—(CS; DC)—Rossano Brazzi, Mitzi Gaynor—5142 (3-4-64)—Entertaining hit—Reissue
309 **STRIPPER, THE**—D-95m.—(CS)—Joanne Woodward, Richard Beymer—5042 (5-1-63)—Interesting drama
323 **TAKE HER, SHE'S MINE**—C-98M.—(CS; DC)—James Stewart, Sandra Dee, Audrey Meadows—5102 (10-23-63)—Highly amusing romantic comedy
326 **THUNDER ISLAND**—MD-65m.—(CS)—Gene Nelson, Fay Spain, Miriam Colon—5098 (10-9-63)—Good programmer
315 **YELLOW CANARY, THE**—D-93m.—(CS)—Pat Boone, Barbara Eden—5038 (4-17-63)—Well-made mystery thriller

COMING FEATURES IN ORDER OF RELEASE

SURF PARTY—Bobby Vinton, Jackie DeShannon
March **THIRD SECRET, THE**—(CS)—Stephen Boyd, Pamela Franklin—English
April **CURSE OF THE LIVING CORPSE, THE**—
April **HORROR OF PARTY BEACH, THE**—

COMING

AMOK—Jock Mahoney, Margia Dean
FATE IS THE HUNTER—(CS; C)—Glenn Ford, Suzanne Pleshette
GUNS AT BATASI—Jack Hawkins, Flora Robson—English
HORROR OF IT ALL, THE—Pat Boone, Erica Rogers
VISIT, THE—(CS)—Ingrid Bergman, Anthony Quinn
WHAT A WAY TO GO!—(CS; DC)—Shirley MacLaine, Paul Newman, Robert Mitchum

UNITED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

BEAUTY AND THE BEAST—MD-77m.—(TC)—Joyce Taylor, Mark Damon—5095 (9-25-63)—Okay family programmer—Harvard

BIG RISK, THE—D-111m.—Lino Ventura, Sandra Milo—5056 (6-12-63)—Interesting crime meller—Franco-Italian co-production; dubbed in English—Amon

6314 **CALL ME BWANA**—C-103m.—(EC)—Bob Hope, Anita Ekberg, Edie Adams—5050 (5-29-63)—Entertaining Hope entry—Eon

6315 **CARETAKERS, THE**—D-97m.—Robert Stack, Polly Bergan, Joan Crawford—5078 (8-21-63)—Gripping drama of life in mental hospital—Barlett

6404 **CEREMONY, THE**—D-105m.—Laurence Harvey, Sarah Miles—5118 (12-18-63)—Best for the arty set—Harvey

6207 **CLOWN AND THE KID, THE**—D-66m.—John Lupton, Mike McGeevey, Mary Webster—5091 (9-11-63)—For the lower half and Saturday matinees—Harvard

COURT MARTIAL—MD-82m.—Karlheinz Boehm, Sabina Sesselman—5098 (10-9-63)—Interesting, tragic war story—German-made; dubbed in English

FLIGHT FROM ASHIYA—MD-100m.—(PV; EC)—Yul Brynner, Richard Widmark, Shirley Knight—5147 (3-18-64)—Episodic but actionful meller has names to sell—Daieu-Hecht

6407 **FROM RUSSIA WITH LOVE**—MD-118m.—(TC)—Sean Connery, Lotte Lenya—5142 (3-4-64)—Second in James Bond series shapes up as big winner—Eon

6312 **GREAT ESCAPE, THE**—MD-168m.—(PV; DC)—Steve McQueen, James Garner—5038 (4-17-63)—Solid, exciting, suspenseful P.O.W. yarn—Mirisch

6311 **I COULD GO ON SINGING**—DMU-99m.—(PV; TC)—Judy Garland, Dirk Bogarde—5030 (3-20-63)—Entertaining drama—English

6313 **IRMA LA DOUCE**—C-146m.—(PV; TC)—Jack Lemmon, Shirley MacLaine—5056 (6-12-63)—Highly entertaining entry for adult audiences—Mirisch

6401 **IT'S A MAD, MAD, MAD, MAD WORLD**—C-167m. plus intermission—(Cinerama; ultra-Panavision; TC)—Spencer Tracy, Milton Berle, Ethel Merman, others—5109 (11-20-63)—High rating entertainment—Kramer

6319 **JOHNNY COOL**—MD-101m.—Henry Silva, Elizabeth Montgomery—5091 (9-11-63)—Actionful killer-gangster meller—Chrislaw

6402 **KINGS OF THE SUN**—D-108m.—(PV; DC)—Yul Brynner, Shirley Anne Field—5118 (12-18-63)—Names must carry mild spectacle—Mirisch

6405 **LADYBUG, LADYBUG**—D-84m.—Jane Connell, William Daniels—5119 (12-18-63)—Off-beat drama with a message—Perry

6321 **LILIES OF THE FIELD, THE**—CD-94m.—Sidney Poitier, Lilla Skala—5073 (8-7-63)—Heartwarming, delightful family entertainment—Rainbow

6322 **MC LINTOCK**—W-127m.—(PV; TC)—John Wayne, Maureen O'Hara—5112 (11-20-63)—Well-made fun western

6320 **MY SON, THE HERO**—MD-111m.—(TC)—Pedro Armendariz, Antonella Lualdi—5095 (9-25-63)—Adventure yarn offers fun—Italian-made; dubbed in English

6406 **ONE MAN'S WAY**—D-105m.—Don Murray, Diana Hyland—5130 (2-5-64)—Warm, appealing life story of Dr. Norman Vincent Peale—Ross

6403 **PINK PANTHER, THE**—C-113m.—(TC; TE)—David Niven, Peter Sellers, Robert Wagner, Capucine—5130 (2-5-64)—Highly entertaining comedy—Mirisch

6323 **STOLEN HOURS**—D-100m.—(DC)—Susan Hayward, Michael Craig—5098 (10-9-63)—Well-done heart-tugger aimed at the ladies—English-made—Mirisch

6226 **THIRD OF A MAN**—D-80m.—Simon Oakland, Jimmy Gaines,—5091 (9-11-63)—Family programmer of mental illness—Phoenix

781 **TOM JONES**—C—131m.—(EC)—Albert Finney, Susannah York—5100 (10-9-63)—High rating entry for adult audiences—English-made

6316 **TOYS IN THE ATTIC**—D-90m.—(PV)—Dean Martin, Geraldine Page, Wendy Hiller, Yvette Mimieux—5063 (6-26-63)—Powerful adult drama—Mirisch-Claude

6318 **TWICE TOLD TALES**—MD-119m.—(TC)—Vincent Price, Mari Blanchard—5099 (10-9-63)—Okay horror item—Kent

WORLD OF HENRY ORIENT, THE—C-106m.—(PV; DC)—Peter Sellers, Paula Prentiss—5147 (3-18-64)—Cute and amusing comedy—Pan-Arts

COMING FEATURES IN ORDER OF RELEASE

May **BEST MAN, THE**—Henry Fonda, Cliff Robertson, Margaret Leighton-Millar-Turman

June **FOR THOSE WHO THINK YOUNG**—(TS; TC)—James Darren, Pamela Tiffin—Essex

COMING

DUBIOUS PATRIOTS, THE—(PV; C)—Stewart Granger, Henry Silva, Raf Vallone, Mickey Rooney—Corman

GREATEST STORY EVER TOLD, THE—(CN; TC)—Max Von Sydow, Charlton Heston—George Stevens

HOW TO MURDER YOUR WIFE—Jack Lemmon, Virna Lisi, Terry-Thomas—Murder, Inc.

INVITATION TO A GUNFIGHTER—(PV; EC) —Yul Brynner, Janice Rule—Kramer

KISS ME, STUPID—(PV)—Dean Martin, Kim Novak, Peter Sellers—Mirisch

MISTER MOSES—(PV; C)—Robert Mitchum, Carroll Baker—Ross

SATAN BUG, THE—(PV; C)—George Maharis, Anne Francis, Richard Basehart—Mirisch

SEVENTH DAWN, THE—William Holden, Susannah York—Helvia

SHOT IN THE DARK, A—(PV; C)—Elke Sommer, Peter Sellers—Mirisch

633 SQUADRON—(PV; C)—Cliff Robertson, George Chakiris—Mirisch

TOPKAPI—Melina Mercouri, Peter Ustinov, Maximillian Schell—Filmways

TRAIN, THE—Burt Lancaster, Jeanne Moreau

WOMAN OF STRAW—(C)—Gina Lollabrigida, Sean Connery

UNIVERSAL

DISTRIBUTED DURING THE PAST 12 MONTHS

BRASS BOTTLE, THE—C-89m.—(EC)—Tony Randall, Burl Ives, Barbara Eden—5133 (2-19-64)—Lightweight, fun-filled entry

CAPTAIN NEWMAN, M.D.—CD-126m.—(EC)—Gregory Peck, Tony Curtis, Angie Dickinson, Bobby Darin—5103 (10-23-63)—Very good comedy drama

CHARADE—CMD-114m.—(TC)—Cary Grant, Audrey Hepburn—5095 (9-25-63)—Pleasing, well-made entertainment—Filmed abroad

6320 **DARK PURPOSE**—MD-97m.—(TC)—Shirley Jones, Rossano Brazzi, George Sanders—5130 (2-5-64)—Okay mystery show

DREAM MAKER, THE—MU-87m.—(C)—Tommy Steele, Angela Douglas—5131 (2-5-64)—Pleasant programmer—English-made

6319 **FOR LOVE OR MONEY**—C-108m.—(EC)—Kirk Douglas, Mitzi Gaynor—5063 (6-26-63)—Fun entry is well made

6313 **GATHERING OF EAGLES, A**—D-115m.—(EC)—Rock Hudson, Rod Taylor, Mary Peach—5057 (6-12-63)—The Strategic Air Command in action

HE RIDES TALL—W-84m.—Tony Young, Dan Duryea, Jo Morrow—5142 (3-4-64)—Formula western with unpleasant touches

HIDE AND SEEK—MD-90m.—Ian Carmichael, Janet Munro, Curt Jurgens—5133 (2-19-64)—Okay programmer—English-made

6314 **KING KONG VS GODZILLA**—MD-90m.—(C)—Michael Keith, James Yagi—5057 (6-12-63)—Exploitable science fiction entry for program—Japanese made

6318 **KISS OF THE VAMPIRE**—MD-88m.—(EC)—Clifford Evans, Niel Willman—5074 (8-7-63)—Good horror entry—English

6312 **LANCELOT AND GUINEVERE (SWORD OF LANCELOT)**—D-116m.—(PV; EC)—Cornel Wilde, Jean Wallace—5042 (5-1-63)—Colorful tale of Knights of yesteryear—English made

6315 **LIST OF ADRIAN MESSENGER, THE**—MD-98m.—George C. Scott, Dana Wynter—5050 (5-29-63)—Absorbing, well-made mystery

MAN'S FAVORITE SPORT?—C-120m.—(TC)—Rock Hudson, Paula Prentiss—5126 (1-22-64)—Cute comedy

6309 **PARANOIAC**—MD-80m.—Jeanette Scott, Oliver Reed—5039 (4-17-63)—Interesting horror import—English

RAIDERS, THE—W-75m.—(C)—Robert Culp, Brian Keith, Judi Meredith—5119 (12-18-63)—For the lower half

6310 **SHOWDOWN**—W-79m.—Audie Murphy, Kathleen Crowley—5039 (4-17-63)—For lower half of program

SWORD OF LANCELOT—SEE LANCELOT AND GUINEVERE

6311 **TAMMY AND THE DOCTOR**—CD-88m.—(EC)—Sandra Dee, Peter Fonda—5047 (5-15-63)—Cute series entry

YOUNG AND WILLING—D-110m.—Virginia Maskell, Paul Rogers, Ian McShane—5131 (2-5-64)—Interesting drama—English-made

P

Palm Springs Week-End	B	WB
Parnolac	A2	U-I
Paris Pick-Up		Par.
● Party, The		AA
Paris When It Sizzles	A3	Par.
● Passionate Thief, The	A3	Emb.
● Patsy, The		Par.
Payroll	B	AA
Pink Panther	A3	UA
Pirate And The Slave Girl		For.
● Playboy		Col.
Playgirls International		Misc.
Play It Cool	A2	AA
● Play It Cooler		Col.
Please, Not Now!	C	For.
Point Of Order	A2	Misc.
Police Nurse	A3	Fox
● Postman's Knock		MGM
PT 109	A1	WB
Prize, The	A3	MGM
● Psyche 59	B	Col.
Psychomania		Misc.
● Pumpkin Eater, The		Col.
Pyro	A3	A-I

Q

● Quick Gun, The		Col.

R

Raiders, The	A1	U
Rampage	B	WB
Reach For Glory		Col.
● Rhino		MGM
● Ride The Wild Surf		Col.
Rififi In Tokyo	A3	MGM
● Robin And The 7 Hoods		WB
● Robinson Crusoe On Mars		Par.
Rock-A-Bye Baby—Re.	A1	Par.
● Roustabout		Par.
Running Man, The	A3	Col.

S

● Samson And The Slave Queen ..	A1	A-I
● Sandokan, The Great		MGM
● Satan Bug, The		UA
Savage Sam	A1	BV
● Scarlet Blade, The		Col.
● Secret Door, The		AA
● Send Me No Flowers		U
● Senilita		Col.
Servant, The		For.
Seven Days In May	A2	Par.
Seven Faces Of Dr. Lao, The ...		MGM
Seven Seas To Calais	A1	MGM
● Seventh Dawn, The		UA
Seventh Juror, The		For.
● Sex And The Single Girl		WB
Shock Corridor	B	AA
Shock Treatment	A2	Fox
● Shot In The Dark, A		UA
Showdown	A2	U
Siege Of The Saxons	A1	Col.
● Signpost To Murder		MGM
Silence, The	C	For.
● 633 Squadron		UA
Skydivers, The		Misc.
Slave, The	A2	MGM
Slime People, The		Misc.
● Smog		MGM
Soldier In The Rain	B	AA
● Some People		A-I
Son Of Captain Blood, The	A1	Par.
Sound Of Laughter, The		Misc.
South Pacific-RE.	A3	Fox
Square Of Violence	A2	MGM
● Stage To Thunder Rock	A2	Par.
Stark Fear		Misc.
Stolen Hours	A2	UA
Strait-jacket	A3	Col.
● Strange Bedfellows		U
● Strangler, The	B	AA
Stripper, The	B	Fox
Summer Holiday	A1	A-I
Summer Magic	A1	BV
Summer Place—Re.	B	WB
Sunday In New York	B	MGM
Sunswept		For.
● Surf Party	A2	Fox
Swingin' Maiden, The	A1	Col.
Sword And The Stone	A1	BV
Sword Of Lancelot (See Lancelot And Guinevere)		

T

Take Her, She's Mine	A3	Fox
• Tamahine	A3	MGM
Tammy And The Doctor	A1	U-I
Tarzan's Three Challenges	A1	MGM
Terrified		Misc.
Terror, The	A2	A-I
Therese		For.
• These Are The Damned		Col.
Three Lives Of Thomasina, The	A1	BV
• Three Penny Opera		Emb.
Three Stooges Go Around The World In A Daze	A1	Col.
Third Of A Man	A2	UA
• Third Secret, The		Fox
Thrill Of It All, The	A2	U-I
13 Frightened Girls	A1	Col.
• Those Crazy Calloways		BV
Thunder Island	A2	Fox
Tiara Tahiti	B	For.
Ticklish Affair, A	A1	MGM
Tiger Walks, A		BV
• Tiko And The Shark		MGM
To Bed—Or Not To Bed	A3	For.
To Catch A Thief—Re.	A2	Par.
Tom Jones	A4	UA
• Topkapi		UA
Torpedo Bay		AI
Touch Of Hell, A		For.
Toys In The Attic	A3	UA
• Train 349 From Berlin		AA
Traitors, The	A1	U
• Train, The		UA
• Traveling Lady, The		Col.
Trouble With Harry, The—Re.	B	Par.
20,000 Leagues Under The Sea-Re.	A1	BV
Twice Told Tales	A2	UA
Twilight Of Honor	A3	MGM
• Two Are Guilty	A3	MGM

U

• Unearthly Stranger, The		A-I
• Under Age		AI
Under The Yum Yum Tree	A4	Col.
• Unsinkable Molly Brown, The		MGM

V

Vertigo—Re.	A2	Par.
• Vice And Virtue		MGM
Victors, The	A3	Col.
• Village Of Daughters		MGM
• Visit, The		Fox
• Viva Las Vegas	B	MGM
V.I.P.'s, The	A3	MGM

W

Wacky Playboy, The		Misc.
Wall Of Noise	B	WB
• War Head		AI
War Is Hell	A2	AA
War Of The Buttons, The	C	For.
• Watch It, Sailor		Col.
Werewolf in a Girl's Dormitory	A2	Misc.
• What A Way To Go!		Fox
Wheeler Dealers, The	A2	MGM
• Where Love Has Gone		Par.
Who's Been Sleeping In My Bed	B	Par.
Who's Minding The Store?	A1	Par.
• Wild And Wonderful	A1	U
Witch's Curse, The		For.
Wives And Lovers	B	Par.
• Women Of Straw		UA
Woman Of The World	C	Emb.
World Of Henry Orient, The		UA

X

X—The Man With The X-Ray Eyes	A2	A-I

Y

Yank In Viet-nam, A	A1	AA
Yellow Canary, The	A2	Fox
Yellowstone Cubs		BV
• Yesterday, Today And Tomorrow		Emb.
Young And The Brave	A1	MGM
• Young Girls Of Good Family		Emb.
• Youngblood Hawke	A3	WB
Young And Willing	A4	U
Young Racers, The	A2	A-I
• Young Swingers, The	A1	Fox

Z

• Zulu		Emb.

6316 **THRILL OF IT ALL, THE**—C—108m.—(EC)—Doris Day, James Garner—5057 (6-12-63)—Highly amusing comedy
6317 **TRAITORS, THE**—MD—71m.—Patrick Allen, James Maxwell—5057 (6-12-63)—Suspense meller for supporting slot—English

COMING

BEDTIME STORY—(C)—Marlon Brando, David Niven, Shirley Jones
BULLET FOR A BADMAN—(EC)—Audie Murphy, Darren McGavin, Ruta Lee
CHALK GARDEN, THE—(TC)—Hayley Mills, Deborah Kerr
DAFFY—Michael Parks, Celia Kaye
EVIL OF FRANKENSTEIN—(C)—Peter Cushing
I'D RATHER BE RICH—(C)—Sandra Dee, Robert Goulet
ISLAND OF THE BLUE DOLPHINS—(EC)—Celia Kaye, Jule Jayne
LIVELY SET, THE—(C)—James Darren, Pamela Tiffin
KITTEN WITH A WHIP—Ann-Margret, John Forsythe
MARNIE—(TC)—Tippi Hedren, Sean Connery
McHALE'S NAVY—(C)—Ernest Borgnine, Joe Flynn
NIGHTMARE—David Knight, Moira Redmond—English-made
SEND ME NO FLOWERS—(C)—Rock Hudson, Doris Day
STRANGE BEDFELLOWS—Rock Hudson, Gina Lollobrigida
WILD AND WONDERFUL—(C)—Tony Curtis, Christine Kaufmann

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

362 **ACT ONE**—CD-110m.—George Hamilton, Jason Robards, Jr.—5119 (12-18-63)—Very good comedy drama
358 **AMERICA AMERICA**—D-174m.—Stathis Giallelia—5121—(1-8-64)—Well-made, interesting drama—Filmed abroad
AUNTIE MAME—C-143m.—(TE; TC)—Rosalind Russell, Forrest Tucker—5074 (8-7-63)—Highly humorous entertainment—Reissue
263 **BLACK GOLD**—MD-98m.—Phillip Carey, Diane McBain—5050 (5-29-63)—Fairly interesting oil yarn
352 **CASTILIAN, THE**—D—103m.—(Panacolor; EC)—Caesar Romero, Alida Valli—5099 (10-9-63)—Colorful action adventure for program—Made in Spain
357 **DEAD RINGER**—D-115m.—Bette Davis, Karl Malden—5131 (2-5-64)—Interesting drama
361 **DR. CRIPPEN**—D-98m.—Donald Pleasance, Coral Browne, Samantha Eggar—5133 (2-19-64)—Fair import—English-made
366 **ENSIGN PULVER**—C-104m.—(PV; TC)—Robert Walker, Burl Ives, Millie Perkins—5143 (3-4-64)—Entertaining service comedy
356 **4 FOR TEXAS**—CMD-124m.—(TC)—Frank Sinatra, Dean Martin, Anita Ekberg—5122 (1-8-64)—Western has angles for boxoffice action
359 **INCREDIBLE MR. LIMPET, THE**—C-99m.—(TC)—Don Knotts, Carole Cook—5131 (2-5-64)—Good fun film
264 **ISLAND OF LOVE**—C-101m.—(PV; TC) Robert Preston, Georgia Moll—5039 (4-17-63)—Cute and colorful comedy
360 **MAN FROM GALVESTON, THE**—W—57m.—Jeff Hunter, Joanna Moore—5126 (1-22-64)—Short feature is okay dualler
354 **MARY, MARY**—C-126m.—(TC)—Debbie Reynolds, Barry Nelson—5091 (9-11-63)—Amusing picturization of stage hit
355 **PALM SPRINGS WEEKEND**—CD-100m.—(TC)—Troy Donahue, Connie Stevens—5105 (11-6-63)—Program entry has angles for teens and others
266 **PT 109**—D-140m.—(PV; TC)—Cliff Robertson, Ty Hardin—5030 (3-20-63)—Excellent dramatization of President Kennedy's war-time experiences
353 **RAMPAGE**—D-98m.—(TC)—Robert Mitchum, Elsa Martinelli, Jack Hawkins—5078 (8-21-63)—Two men and a woman on safari is interesting drama
SUMMER PLACE—D-130m.—(TC)—Richard Egan, Dorothy McGuire—5074 (8-7-63)—Well-made tale of human emotions could gross big—Reissue
351 **WALL OF NOISE**—D-112m.—Ty Hardin, Suzanne Pleshette, Dorothy Provine—5078 (8-21-63)—Interesting romantic drama with horse race background

COMING FEATURES IN ORDER OF RELEASE

May **DISTANT TRUMPET, A**—(PV; TC)—Troy Donahue, Suzanne Pleshette

COMING

CHEYENNE AUTUMN—(Super-PV 70; C)—Edward G. Robinson, James Stewart, Carroll Baker
FBI CODE 98—Jack Kelly, Peggy McCay
GREAT RACE, THE—(WS; C)—Jack Lemmon, Tony Curtis
KISSES FOR MY PRESIDENT—Fred MacMurray, Polly Bergen
MY FAIR LADY—(Super Panavision 70; TC)—Rex Harrison, Audrey Hepburn
OUT-OF-TOWNERS, THE—Glenn Ford; Geraldine Page
ROBIN AND THE 7 HOODS—(PV; TC)—Frank Sinatra, Dean Martin, Sammy Davis, Jr., Bing Crosby
SEX AND THE SINGLE GIRL—(TC)—Tony Curtis, Natalie Wood, Henry Fonda
YOUNGBLOOD HAWKE—James Franciscus, Suzanne Pleshette

MISCELLANEOUS

ALL OF ME—NOV.—73m.—(Partly EC)—Brenda DeNaut—5122 (1-8-64)—Nudie novelty has several angles—Brenner
BALCONY, THE—D-84m.—Shelley Winters, Peter Falk—5035 (4-3-63)—For adults only in the art spots—Continental
BATTLE OF THE WORLDS—MD-84m.—(C)—Claude Raines—5119 (12-18-63)—Fair science fiction meller—Topaz
BEAUTY AND THE BODY—NOV.-70m.—(C)—Kip Behar, Judy Miller—5134 (2-19-64)—Okay program filler—Manson Dist. Corp.
BELL, BARE AND BEAUTIFUL—NOV—64m.—(EC)—Virginia Bell—5106 (11-6-63)—Nudie novelty has Bell name—Griffith
BEST OF CINERAMA, THE—COMP.-142m.—(TC; CN)—Best of past Cinerama efforts—5122 (1-8-64)—Cinerama
BUNNY YEAGER'S NUDE LAS VEGAS—NOV.-69m.—(EC)—Bunny Yeager—5134 (2-19-64)—Fair nudie novelty for fast buck spots—Cinema Syndicate
CRAWLING HAND, THE—MD-89m.—Rod Lauren, Sirry Steffen—5134 (2-19-64)—Fair dualler—Hansen Ent.
CORRIDORS OF BLOOD—MD-87m.—Boris Karloff—5053 (6-12-63)—Exploitable horror item—English—MGM through Independent Exchanges
GLASS CAGE, THE—MD-84m.—Arline Sax, Robert Kelljan—5134 (2-19-64) For the lower half—Futuramic
GONE ARE THE DAYS—CD—97m.—Ruby Dee, Ossie Davis—5106 (11-6-63)—Satire on integration for limited market—Hammer Bros.
MADMEN OF MANDORAS—MD—74m.—Walter Stocker, Audrey Caire—5126 (1-22-64)—Okay programmer—Crown Int.
1000 SHAPES OF A FEMALE—NOV.—79m.—(EC)—Dan Craig, Faith Van Gilbert—5122 (1-8-64)—Artists and nude models at work in Greenwich Village—Cinema Syndicate
PLAYGIRLS INTERNATIONAL—NOV. 70m.—(EC)—Produced and directed by Doris Wishman—5115 (12-4-63)—Fair Nudie Novelty—Westfield
POINT OF ORDER—DOC.-97m.—Produced by Emile De Antonio and Daniel Talbot—5131 (2-5-64)—Documentary based on Army-McCarthy hearings has limited appeal—Point
PSYCHOMANIA—MD-90m.—Lee Philips, Kaye Elhardt, Sheppard Strudwick—5134 (2-19-64)—(2-19-64)—Fair exploitable mystery effort—Victoria
SLIME PEOPLE, THE—MD-60m.—Robert Hutton, Judee Morton—5134 (2-19-64)—Filler for the duallers—Hansen Ent.
SKYDIVERS, THE—MD—75m.—Kevin Casey, Marcia Knight—5127 (1-22-64)—Strictly filler for duallers—Crown Int.
SOUND OF LAUGHTER, THE—COMP.—75m.—Narrated by Ed Wynn—5122 (1-8-64)—Comedy compilation from old films is moderately amusing—Union
STARK FEAR—MD-86m.—Beverly Garland, Skip Homier—5134—(2-19-64)—Spotty effort on an ugly subject—Ellis
TERRIFIED—MD-70m.—Rod Lauren, Steve Drexel, Tracy Olsen—5119 (12-18-63)—Teenage study in terror—Crown Int.
WACKY PLAYBOY, THE—C-63m.—Tommy Raft—5135 (2-19-64)—Feeble semi-nude attempt—Futuramic
WEREWOLF IN A GIRLS' DORMITORY (GHOUL IN SCHOOL, THE)—MD-84m.—Barbara Lass, Carl Schell—5056 (6-12-63)—Okay horror entry—MGM through Independent Exchanges

FOREIGN

DISTRIBUTED DURING THE PAST 12 MONTHS

ALONE AGAINST ROME—MD-100m.—(TC, Totalscope)—Jefferies Lang, Rosanna Podesta—5135 (2-19-64)—Elaborate Italian-made spectacle—Italian-made; English titles—Medallion

AND SUDDENLY IT'S MURDER—C-90m.—(CS)—Alberto Sordi, Dorian Gray, Vittorio Gassman—5135 (2-19-64)—Amusing import—Italian-made; English titles and dialogue—Royal Films Int.

ATOM AGE VAMPIRE—MD—87m.—Albert Lupo, Susanne Loret—5123 (1-8-64)—Okay horror entry—Italian-made; dubbed in English—Topaz

BANDITS ON THE WIND—MD-113m.—(Tohoscope)—Yosuke Natsuki—5135 (2-19-64)—Entertaining Japanese western—Japanese-made; English titles—Toho

BILLY LIAR—D—96m.—Tcm Courtenay, Julie Christie—5123 (1-8-64)—Import is treat for art, specialty spots—English—Continental Dist.

BREAK, THE—D-80m.—William Lucas, Tony Britton, Eddie Byrne—5135 (2-19-64)—Fast moving import—English-made—Union

CRY DOUBLE CROSS—MD-65m.—Hardy Kruger—5123 (1-8-64)—Actionful crime meller—German-made; dubbed in English—Atlantic Pictures

DIE FLIEDERMAUS—MUC-107m.—(EC)—Peter Alexander, Marianne Cook—5138 (2-19-64)—Entertaining musical based on Johann Strauss operetta—German-made; English titles—Casino

DOLL, THE—D-100m.—Per Oscarsson—5138 (2-19-64)—Off-beat art house entry—Swedish-made; English titles—Kanawha Films

FIANCES, THE—D-84m.—Carlo Cabrini, Anna Canzi—5138 (2-19-64)—Fair import—Italian-made; English titles—Janus

FIRE WITHIN, THE—D-110m.—Maurice Ronet, Lena Skerla—5138 (2-19-64)—Fair import—French-made; English titles—Gilbralter

GIANT OF METROPOLIS, THE—MD—92m.—(C)—Gordon Mitchell—5123 (1-8-64)—Interesting science fiction melodrama—Italian-made; dubbed in English—Seven Arts

GUEST, THE—D-105m.—Alan Bates, Donald Pleasance, Robert Shaw—5138 (2-19-64)—Interesting drama—English

HIGH AND LOW—MD-142m.—Toshiro Mifune—5139 (2-19-64)—Highly interesting mystery melodrama—Japanese-made; English titles—Continental

INVINCIBLE GLADIATOR, THE—MD—96m.—(Wide Screen)—Richard Harrison, Isabel Corey—5123 (1-8-64)—Action packed Italian spectacle—Italian-made; dubbed in English—Seven Arts

INVITATION TO MURDER—MD—65m.—Robert Beatty—Okay private investigator programmer—5127 (1-22-64)—English-made—Atlantic Pictures

KNIFE IN THE WATER—D—95m.—Leon Niemczyk, Iolente Umecka—5127 (1-22-64)—Compelling psychological drama for art spots—Polish; English titles—Kanawha

LA BONNE SOUPE—CD-97m.—(CS)—Annie Girardot, Franchot Tone, Marie Bell—5147 (3-18-64)—Amusing entry for art spots—French-made; English titles—Int. Classics

LADIES WHO DO—C—85m.—Peggy Mount, Robert Morley—5123 (1-8-64)—Mildly amusing entry—English-made; Continental

LOVE ON A PILLOW—D-102m.—(C; Franscope)—Brigitte Bardot, Robert Hossein—5125 (1-22-64)—Depends on star draw—Made in France; dubbed in English—Royal Films Int.

MODERATO CONTABILE—D—95m.—Jeanne Moreau, Jean-Paul Belmonde—5127 (1-22-64)—Dull import—French-made; English titles—Royal Films Int.

MY SON THE VAMPIRE—C-72m.—Bela Lugosi, Arthur Lucan—5120 (12-18-63)—Okay combination of slapstick and horror—English-made—Blue Chip Prod.

NAKED AUTUMN—D—98m.—(Dyaliscope)—Simone Signoret, Reginald Kernan—5115 (12-4-63)—Fair import—French-made; English titles—UMPO

PIRATE AND THE SLAVE GIRL—MD—86m.—(Colorscope; Color)—Lex Barker, Chelo Alonso—5115 (12-4-63)—Costume meller has Lex Barker name—Italian-made; dubbed in English—Crest

PLEASE, NOT NOW!—C—74m.—Brigitte Bardot—5115 (12-4-63)—Saucy Bardot comedy in French style—French-made; dubbed in English—Int. Classics

SEVENTH JUROR, THE—D-90m.—Bernard Blier, Daniele Delorme—5139 (2-19-64)—Well-made murder drama—French-made; English titles—Trans-Lux

SILENCE, THE—D-95m.—Ingrid Thulin, Gunnel Lindbolm—5139 (2-19-64)—Adult, off-beat Ingmar Bergman entry will cause talk—Swedish-made; English titles—Janus

SUNSWEPT—NOV-65m.—(EC)—Yannick—5120 (12-18-63)—Nudist novelty—English-made—American Int. Dist.

THERESE—D—107m.—Emmanuele Riva, Philippe Noiret—5127 (1-22-64)—Fair offering for art spots—French-made; English titles—Pathe

TIARA TAHITI—D—100m.—(EC)—James Mason, John Mills—5116 (12-4-63)—Fair program entry—English made—Zenith Int.

TO BED—OR NOT TO BED—CD—103m.—Alberto Sordi—5127 (1-22-64)—Well made import—Italian-made; English titles—Continental

TOUCH OF HELL, A—D-87m.—Anthony Quale, Sarah Churchill—5143 (3-4-64)—Fair import—English-made—Governor Films

WAR OF THE BUTTONS, THE—CD-92m.—Jacques Dufilho, Yvette Etievant—5124 (1-8-64)—Amusing entry for art spots—French-made; English titles—Bronston

WITCH'S CURSE, THE—FAN-79m.—(C)—Kirk Morris—5139 (2-19-64)—Strictly for the duallers—Italian-made; dubbed in English—Medallion

THESE THEATRE-TESTED FORMS AVAILABLE TO MOTION PICTURE EXHIBITOR SUBSCRIBERS!

DATE BOOK FORMS:
. . . Pocket-Size-6 ring (3¾ x 6¾ in.) Dated full year supply $1.00
. . . Large Size-3 ring (9 x 12 in.) Undated 52 pages .... .50

SERVICE-KIT SYSTEM:
. . . Large Size complete set of: Date Book forms, Availability and Playoff Worksheets, Performance Record and Cut-Off sheets, Booking Calendar, Other Dividers 1.30
. . . Availability and Playoff Worksheets (9 x 12 in.) 10 pages .... .10
. . . Performance record and Cut-Off Sheets (9 x 12 in.) 20 pages .... .25

BINDERS, Plain:
. . . For Pocket-Size Date Book-6 ring. Soft leatherette. 1.30
. . . For Service-Kit System, Reviews, Service-Section. Stiff leatherette. 1.50

ZIPPER CASE BINDERS, Leather:
. . . 3-Ring, genuine cowhide. Tax incl. 6.00

BOXOFFICE STATEMENTS:
. . . Regular theatre. Padded in 50's and punched (5½ x 9 in.). Per Pad .... .30
. . . Drive-in theatre. Padded in 50's and punched (5½ x 9 in.). Per Pad .... .30

PROGRAM AND RUNNING TIME SCHEDULES:
. . . For regular and drive-in theatres. Padded in 50's. Per Pad .... .30

BOOKKEEPING SYSTEM—Book:
. . . At-A-Glance (copyright) for regular and drive-in theatres. Annual record (9 x 12 in.) 1.75

BUSINESS ANALYSIS SPREADSHEETS:
. . . Drive-in theatres only. Large sheets (11 x 16 in.) Set of 13 sheets .... .55

PAYROLL FORMS:
. . . Weekly for regular and drive-in. Folding flap (8½ x 11 in.). Set of 52 sheets 1.30

EMPLOYEE EARNINGS RECORD CARDS:
. . . Annual card for each employee (8½ x 11 in.). All deductions. Set of 12 cards .40

PETTY CASH CONTROL SYSTEM:
. . . Voucher pads, numbered consecutively. (3 x 5 in.) Per Pad .... .30
. . . Weekly envelopes for filing full week's transactions. Set of 50 .... .65

SERVICE MANUALS FOR TRAINING:
. . . Separate sections on regular and drive-in employees. Each .10

EXHIBITOR BOOK SHOP
317 N. Broad St.
Philadelphia, Pa. 19107

The Shorts Parade

1962-63 1963-64 Seasons

Buena Vista

WALT DISNEY CARTOONS (TECHNICOLOR) (REISSUES)

18201 Winter Storage
18202 Frank Buck Brings 'Em Back Alive
18203 Crazy With The Heat
18204 Lighthouse Keeping
18205 Pluto's Quin-Puplets
18206 Canine Patrol
18207 Plutopia
18208 Cold Turkey
18209 How To Fish
18210 Tennis Racquet
18211 Tomorrow We Diet
18212 Brave Engineer
19301 Little Whirlwind
19302 The Whalers
19303 First Aiders
19304 Army Mascot
19305 Goofy Gymnastics
19306 Home Made Home
19307 Foul Hunting
19308 Timber
19309 Truant Officer Donald
19310 Golden Eggs
19311 Test Pilot Donald
19312 Lambert, The Sheepish Lion

SINGLE REEL CARTOONS (TECHNICOLOR)

101 How To Have An Accident At Work
123 The Litterbug
125 Aquamania

TWO REEL CARTOON SPECIALS (TECHNICOLOR)

097 Goliath II
102 Noah's Ark
119 Saga Of Windwagon Smith
112 Donald and The Wheel
139 A Symposium On Popular Songs

THREE REEL LIVE ACTION SPECIALS (TECHNICOLOR)

079 Japan
086 The Danube
099 Eyes In Outer Space
105 Islands Of The Sea
106 Mysteries Of The Deep
127 Bear Country (Re-issue)
131 Water Birds (Re-issue)

FEATURETTES (TECHNICOLOR)

094 Legend Of Sleepy Hollow (Re-issue)
114 Hound That Thought He Was A Raccoon
118 Horse With The Flying Tail

Columbia

COLOR FEATURETTES

7441 (Sept.) Wonderful Switzerland
7442 (Nov.) Travel Along With The Arkansas Traveler
7443 (Jan.) Eventful Britain
7444 (Mar.) Wonderful Africa
7445 (May) Wonderful New York
7446 (July) Wonderful Beaulieu

LOOPY DE LOOP COLOR CARTOONS

7701 (Sept.) Slippery Slippers
7702 (Oct.) Chicken Fracas-See
7703 (Nov.) Rancid Ranson
7704 (Dec.) Bunnies Abundant
7705 (Feb.) Just A Wolfe At Heart
7706 (Mar.) Chicken-Hearted Wolf
7707 (Apr.) Watcha Watchin'
7708 (May) A Fallible Fable
7709 (June) Sheep Steelers Anonymous
7710 (July) Wolf In Sheep Dog's Clothing

MR. MAGOO CARTOONS (REISSUES)

7751 (Sept.) Magoo's Cruise
7752 (Oct.) Magoo's Problem Child
7753 (Nov.) Love Comes To Magoo
7754 (Dec.) Meet Mother Magoo
7755 (Feb.) Gumshoe Magoo
7756 (Mar.) Magoo Goes Overboard
7757 (May) Bwana Magoo
7758 (July) Matador Magoo

COLOR FAVORITE CARTOONS (REISSUES)

7601 (Sept.) Gerald McBoing Boing On Planet Moo
7602 (Sept.) Happy Tots
7603 (Oct.) Willie The Kid
7604 (Nov.) Little Rover
7605 (Nov.) Christopher Crumpet
7606 (Dec.) A Boy and His Dog
7607 (Jan.) Rooty Toot, Toot
7608 (Jan.) Snow Time
7609 (Feb.) Emperor's New Clothes
7610 (Mar.) Little Boy With A Big Horn
7611 (Mar.) The Foxy Pup
7612 (Apr.) Let's Go
7613 (May) Gerald McBoing Boing
7614 (June) Bon Bon Parade
7615 (July) Madeline

CANDID MICROPHONE

7551 (Sept.) No. 1 Series 4
7552 (Nov.) No. 2 Series 4
7553 (Jan.) No. 3 Series 4
7554 (Mar.) No. 4 Series 4

WORLD OF SPORTS

7801 (June) Hunting Unlimited (Color)
7802 (Aug.) Rasslin Rampage

TWO REELERS THE THREE STOOGES (REISSUES)

7401 (Sept.) Husbands Beware
7402 (Oct.) Creeps
7403 (Nov.) Flagpole Jitters
7404 (Jan.) For Crimin Out Loud
7405 (Feb.) Rumpus In The Harem
7406 (Apr.) Hot Stuff
7407 (May) Scheming Schemers
7408 (July) Commotion In The Ocean

COMEDY FAVORITES (REISSUES)

7431 (Oct.) Stop, Look and Listen (Quillan & Vernon)
7432 (Nov.) Tall, Dark and Handsome (Hugh Herbert)
7433 (Dec.) Training For Trouble (Schilling & Lane)
7434 (Jan.) He Popped His Pistol
7435 (Mar.) Wife Decoy
7436 (June) Pardon My Terror

ASSORTED FAVORITES (REISSUES)

7421 (Sept.) Spies and Guys (Joe Besser)
7422 (Nov.) General Nuisance (Buster Keaton)
7423 (Dec.) Hook A Crook (Joe Besser)
7424 (Feb.) So's Your Antenna (Harry VonZell)
7425 (Apr.) She's Oil Mine (Buster Keaton)
7426 (May) Meet Mr. Mischief

SERIALS (REISSUES)

7120 (Oct.) The Batman
7140 (Mar.) Roar Of The Iron Horse
7160 (July) Gunfighters Of The Northwest

Metro-Goldwyn-Mayer

TOM AND JERRY CARTOONS (METROCOLOR)

W-361 (Sept.) Switchin' Kitten
W-362 (Oct.) Down and Outing
W-363 (Dec.) Greek To Me-ow
W-364 (Jan.) High Steaks
W-365 (Mar.) Mouse Into Space
W-366 (Apr.) Landing Stripling
W-367 (June) Calypso Cat

NEW TOM AND JERRY CARTOONS (METROCOLOR)

C-6431 Dickie Moe
C-6432 Cartoon Kit
C-6433 Tall In The Trap
C-6434 Sorry Safari
C-6435 Buddies Thicker Than Water
C-6436 Carmen Get It

GOLD MEDAL CARTOONS (TECHNICOLOR) (TOM AND JERRY REISSUES)

W-6461 Puss Gets The Boot
W-6462 Fraidy Cat
W-6463 Dog Trouble
W-6464 Bowling Alley Cat
W-6465 Fine Feathered Friend
W-6466 Sufferin' Cat
W-6467 Lonesome Mouse
W-6468 Mouse Comes To Dinner
W-6469 Baby Puss
W-6470 Zoot Cat
W-6471 Million Dollar Cat
W-6472 Puttin' On The Dog

Paramount

COLOR FEATURETTE

AA22-1 Sportarama

HIGH TOPPER

T22-1 Thin Along
T22-2 Isles Of The Sun
T22-3 Melody For Machines
T22-4 The World Starts Next Door
T22-5 Beauties Of Scandanavia

NOVELTOONS

P23-1 Gramps To The Rescue
P23-2 Hobo's Holiday
P23-3 Hound For Pound
P23-4 Sheepish Wolf
P23-5 Hiccup Hound
P23-6 Whiz Quiz Kid

MODERN MADCAPS

M23-1 Happy Harry
M23-2 Tell Me A Badtime Story
M23-3 Pig's Feat
M23-4 Sour Gripes
M23-5 Goodie Good Deed
M23-6 Muggy-Doo Boy Cat

POPEYE CHAMPIONS

E23-1 Beach Peach
E23-2 Jitterbug Jive
E23-3 Popeye Makes A Movie
E-23-4 Fly's Last Flight
E23-5 How Green Is My Spinach?
E23-6 Gym Jam

COMIC KING

C22-1 Et Tu Otto
C22-2 A Tree Is A Tree Is A Tree
C22-3 The Method and Maw
C22-4 Take Me To Your Gen'rul
C22-5 Keeping Up With Krazy
C22-6 Mouse Blanche

SPECIAL

B23-1 Jamboree At Marathon

SPORTS IN ACTION

D23-1 Festival Of The Bulls
D23-2 Sky Divers

20th Century-Fox

MOVIETONE VIGNETTE (BLACK AND WHITE) TWO-REELS

7313 (June) Pope John XXIII

MOVIETONE SPORTS (CINEMASCOPE; DELUXE COLOR)

7301 (Jan.) Two On A Pass
7302 (Feb.) Maine, U.S.A.
7303 (March) Sports, Wacky and Wet
7304 (April) Fairytale Land—Denmark
7305 (May) San Fan See
7306 (June) Rangers of Yellowstone
7307 (May) Bermuda Moods
7308 (July) Green Gold
7309 (Nov.) Atomic Lady
7310 (Dec.) Tasmania
7311 (Dec.) The Swedish Look
7312 ( ) Portugal

TERRYTOONS (CINEMASCOPE; DELUXE COLOR)

5301 (Jan.) Fight to the Finish
5302 (March) Astronaut
5303 (April) Missing Genie
5304 (April) Tea Party
5305 (June) Sidney's White Elephant
5306 (June) Trouble In Baghdad
5307 (July) A Bell For Philadelphia
5308 (Aug.) Driven To Extraction
5309 (Sept.) The Big Clean-Up
5310 (Nov.) Split-Level Treehouse

TERRYTOONS (2D ALL PURPOSE; DELUXE COLOR)

5321 (Jan.) Tea House Mouse
5322 (Feb.) To Be Or Not To Be
5323 (March) The Juggler of Our Lady
5324 (May) Pearl Crazy
5325 (July) Cherry Blossom Festival
5326 (Oct.) Spooky-Yaki

Universal-International

TWO REEL SPECIALS IN COLOR (CINEMASCOPE)

4301 (Jan.) Land Of The Long White Cloud
4306 (Apr.) Four Hits And A Mister

SPECIAL

4304 (Jan.) Football Highlights of 1962

ONE REEL COLOR SPECIALS

4371 (Jan.) Steel Bands—Tropical Music (CS)
4372 (Feb.) A Picture For Jean
4373 (Mar.) A Bridge Named Emma (CS)
4374 (Apr.) End Of The Plains
4375 (May) Island Spectacular
4376 (June) The Unknown Giant
4377 (July) This Is The Place
4378 (Aug.) Land Of Homer

WALTER LANTZ WOODY WOODPECKER REISSUE COLOR CARTUNES

4331 (Jan.) Woody Meets Davy Crewcut
4332 (Feb.) Box Car Bandit
4333 (Mar.) Unvearable Salesman
4334 (Apr.) International Woodpecker
4335 (May) To Catch A Woodpecker
4336 (June) Round Trip To Mars
4337 (July) Dopy Dick, The Pink Whale

NEW WALTER LANTZ COLOR CARTUNES

4311 (Jan.) Fish and Chips
4312 (Jan.) Greedy Gabby Gator (WW)
4313 (Feb.) Coming Out Party
4314 (Mar.) Case Of The Cold Storage Yegg
4315 (Mar.) Robin Hoody Woody, (WW)
4316 (Apr.) Charlie's Mother-In-Law
4317 (May) Stowaway Woody (WW)
4318 (May) Hi-Seas Hi-Jacker
4319 (June) Shutter Bug (WW)
4320 (July) Salmon Loafer
4321 (July) Coy Decoy (WW)
4322 (Aug.) Goose In The Rough
4323 (Sept.) Tenant's Racket (WW)
4324 (Oct.) Pesky Pelican
4325 (Oct.) Short In The Saddle (WW)
4326 (Nov.) Goose Is Wild
4327 (Nov.) Tepee For Two (WW)
4328 (Dec.) Science Friction (WW)
4329 (Dec.) Calling Dr. Woodpecker (WW)

Warner Bros.

MERRIE MELODIES-LOONEY TUNES TECHNICOLOR CARTOONS

2701 (9-7-63) The Unmentionables
2702 (9-28-63) Aqua Duck
2703 (11-9-63) Claws Of The Lease
2704 (11-30-63) Transylvania 6-5000
2705 (12-28-63) To Beep Or Not To Beep
2706 (2-8-64) A Message To Graclas
2707 (2-29-64) Bartholomew Vs The Wheel
2708 (Mar.) Freudy Cat
2709 (Apr.) Nuts And Volts

BUGS BUNNY SPECIALS

2721 (10-19-63) Mad As A Mars Hare
2722 (1-18-64) Dumb Patrol
2723 (Mar.) Dr. Devil And Mr. Hare

BLUE RIBBON HIT PARADES TECHNICOLOR (REISSUES)

2301 (9-14-63) Yankee Dood It
2302 (10-12-63) Gone Batty
2303 (11-16-63) From A To Z-Z-Z
2304 (12-21-63) Tweet Zoo
2305 (1-25-64) Weasel Stop
2306 (2-15-64) Tobasco Road
2307 (Mar.) Greedy For Tweety
2308 (Apr.) The High And The Flighty

WARNER WORLD-WIDE ADVENTURE SPECIALS (COLOR) TWO-REELERS

2001 (1-11-64) With Their Eyes On The Stars

WARNER WORLD-WIDE ADVENTURE SPECIALS (COLOR) (REISSUES) ONE-REEL

2501 (9-21-63) A Wish And Ticino
2502 (10-26-63) Unfamiliar Sports
2503 (12-14-63) Cheyenne Days
2504 (2-1-64) Kingdom Of The Saguenay
2505 (Apr.) A Look At Log Island

CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (Help and Situations Wanted advertising not accepted. See "A-Man" CORNER on this page.)

BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combinations. Can be used for KENO $3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

SPEAKER CONES

DRIVE-IN THEATRE SPEAKER CONES BAD? Mail one to us for FREE service; no obligation. Guaranteed Weather-proof. WESTERN ELECTRONICS CO., 3311 Houston Avenue, Houston 9, Texas

THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY INC., 100 Taylor Street, Nashville 8. Tennessee.

THEATRES WANTED

WANTED—Theatre to lease, in Pacific Northwest (Oregon, Washington or Idaho). Will furnish own projection equipment. S. SAMPSON, 513 23rd Ave., San Francisco, Calif. 94121.

USED EQUIPMENT

COMPLETE BOOTH, Brenkert projector. Bargain, must sell. A. H. CARRATT, Starke, Florida.

WINDOW CARDS

WEEKLY THEATRE and drive-in cards, 100-14 x 22-$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you* are looking for a job . . . or IF you* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive Issues and then dropped. If success does not crown an original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

***A (WO)MAN is also welcome . . . but in this preponderantly male business. she should specify her sex.**

MANAGER, 15 years experience, conventional house operation, first run downtown, neighborhood or small town "know how." Will go anywhere. Available now. Salary open. **Box A311, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

PROJECTIONIST AVAILABLE at once. 20 years experience indoor and drive-ins. Sober, dependable, reliable, good references. Family man. Prefer drive-in. **BOX B311, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

PROMOTION MANAGER, 15 years experience, 1st run and art film exploitation/theatre manager, TV/radio promotion, time/film sales. **JACK WINTERS, 1885 NW 19th St., Miami, Fla. 33125, phone 305-635-9791.** (311)

ASST. MANAGER WANTED: Young, sober, reliable man with high school education. Able to assume responsibility and desire to advance. Theatre in metropolitan area of New York. Reply with references to **P. O. BOX 421, Newburgh, N. Y.** (311)

I AM LOOKING for a permanent job. Efficient, honest and experienced in all phases—buying, booking, advertising, promotion. Prefer Penna.-Jersey-New York. Now employed. Can leave April 10th. **VERNON L. KLINE, Bentley Hotel, 5th and Ocean Drive, Miami Beach, Fla. Phone: JE 4-2971.** (318)

PROMOTION MINDED MANAGERS wanted. Permanent, insurance benefits, expanding circuit needs you all. Replies strictly confidential. Send complete résumé, photograph, salary requirements. **JACK ARMSTRONG, Armstrong Circuit, Inc., Bowling Green, Ohio.** (48)

PROJECTIONIST, sign painter, display artist available. 18 years experience. Honest, sober, reliable. **BEN NORTHAM, 2217 25th St., Lubbock, Texas 79411.** (311)

PROJECTIONIST, 11 years experience, also booth maintenance. 26 years old, single, sober, reliable. Seeking year-round job only. Can furnish references. Will relocate. **LEWIS L. HAAS, 765 Westcott St., Syracuse, N. Y. 13210.** (311)

MANAGER, desires permanent position in New England. Thoroughly experienced in conventional and drive-in theatres and publicity. Reply to **BOX A325, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

AVAILABLE, city or district manager, 11 years experience. All phases. College background. Under 30. Formerly top northern circuit. Best references. Relocate for right salary. Contacts wanted. **BOX B325, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

WANTED! Experienced, aggressive manager for drive-in theatre located in Connecticut. Top salary, and fringe benefits. **BOX C325, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

EXPERIENCED drive-in and conventional manager available now! Strong background in first run operations. Family, age 39, excellent references. **BOX D325, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

DISTINGUISHED PERSONALITY, strictly high class operation man. Wishes to relocate major Nevada city only. Drive-in preferred. Best reference. **BOX E325, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

Address all Correspondence to— ***The A—MAN Corner*** ***Motion Picture Exhibitor***
317 N. Broad St., Phila., Pa. 19107

For the Best in THEATRE FORMS and SYSTEMS

•

EXHIBITOR BOOK SHOP

HANDY SUBSCRIPTION BLANK

Yes, start sending

MOTION PICTURE

EXHIBITOR

plus

Showmen's Trade Review

TO:

Name ....

Title ....

Address ....

....

....

★

☐ Enclosed ☐ Or bill me

☐ $2.00 for one year

☐ $3.50 for two years

☐ $5.00 for three years

(Outside Western Hemisphere)

☐ $5.00 one year

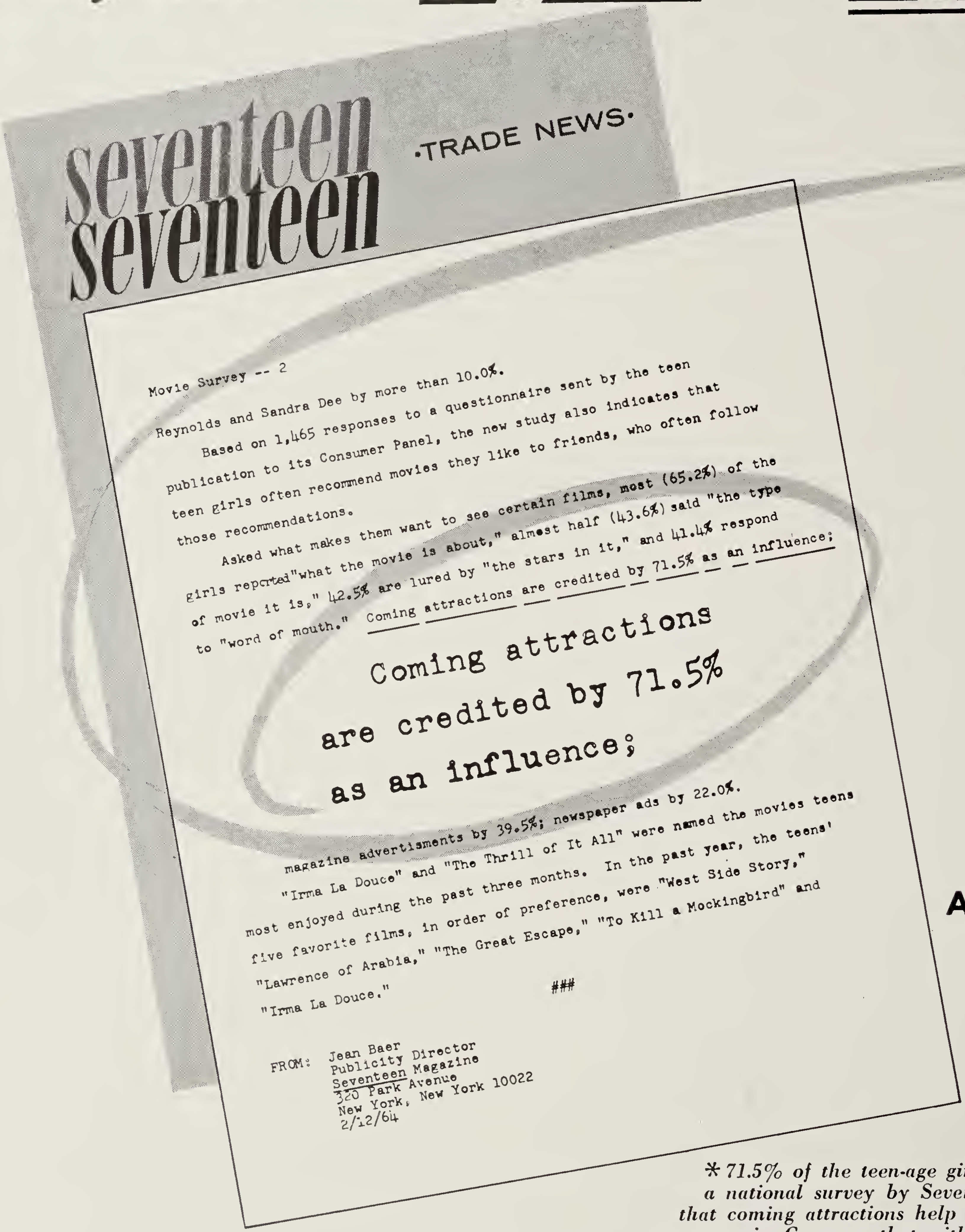
☐ $8.00 two years

☐ $11.00 three years

CLIP and MAIL TODAY TO

317 N. Broad St., Phila., Pa. 19107

Again and Again and Again!



seventeen
seventeen
·TRADE NEWS·

Movie Survey -- 2

Reynolds and Sandra Dee by more than 10.0%.

Based on 1,465 responses to a questionnaire sent by the teen publication to its Consumer Panel, the new study also indicates that teen girls often recommend movies they like to friends, who often follow those recommendations.

Asked what makes them want to see certain films, most (65.2%) of the girls reported "what the movie is about," almost half (43.6%) said "the type of movie it is," 42.5% are lured by "the stars in it," and 41.4% respond to "word of mouth." Coming attractions are credited by 71.5% as an influence;

Coming attractions
are credited by 71.5%
as an influence;

magazine advertisments by 39.5%; newspaper ads by 22.0%.

"Irma La Douce" and "The Thrill of It All" were named the movies teens most enjoyed during the past three months. In the past year, the teens' five favorite films, in order of preference, were "West Side Story," "Lawrence of Arabia," "The Great Escape," "To Kill a Mockingbird" and "Irma La Douce."

###

FROM: Jean Baer
Publicity Director
Seventeen Magazine
320 Park Avenue
New York, New York 10022
2/12/64

**IMPARTIAL
SURVEYS*
PROVE
THAT
TRAILERS
SELL
MORE
THEATER
TICKETS
THAN ANY
OTHER
ADVERTISING
MEDIUM!**

** 71.5% of the teen-age girls recently sampled in a national survey by Seventeen Magazine, stated that coming attractions help determine if they will see a movie. Compare that with 39.5% who are influenced by magazines; 22.0% by newspaper advertising.*

SELL YOUR PATRONS FROM THE SCREEN WITH N.S.S. TRAILERS | **AND SPECIAL SERVICE TRAILERS**

from NATIONAL SCREEN SERVICE

1600 BROADWAY
NEW YORK, N.Y. 10019

Showmanship is our Business

MOTION PICTURE

EXHIBITOR

APRIL 1, 1964

Volume 71 Number 12

IN FOUR SECTIONS • THIS IS SECTION ONE

Hartford Pay TV Sues For Films

(See Page 5)

FEATURING . . .

The 1964

THEATRE CATALOG

Edition

as a separate section

20th-Fox announced the promotion of Abe Dickstein (photo) to the post of assistant general sales manager directly under domestic sales head Joseph Sugar. See story on page 5.

JOIN US IN A PLATE OF CROW . . . *see editorial—page 3*

From Alfred Hitchcock
With Sex and Suspense
"Marnie"
starring 'Tippi' Hedren
and Sean Connery for
release by Universal
in Mid-July!

UNIVERSAL
CITY STUDIOS

The Trade Paper Read by Choice–Not by Chance

Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 109 Market Place, Baltimore, Md. 21202. New York field office: 1600 Broadway, Suite 604, New York 10019, West Coast field office: William M Schary, 818 S. Curson Ave., Los Angeles, Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.: Albert Erlick, editor; George Frees Nonamaker, feature editor; Mel Konecoff, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscription: $2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, $5 per year (50 issues). Special rates for two and three years on application. Single copy 25c. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WAlnut 2-1860.

Member Audit Bureau of Circulations

Volume 71 • No. 12 APRIL 1, 1964

MOTION PICTURE
EXHIBITOR
plus...
SHOWMEN'S TRADE REVIEW

JOIN US IN A PLATE OF CROW

Motion picture exhibitor is going to eat crow. It isn't the first time. One of the pitfalls of voicing opinions on important topics is that there is always the danger of being wrong. For many persons, this danger is an excuse to remain silent. We happen to feel that silence is more dangerous than being wrong.

The problems that face the motion picture industry will not be solved by ignoring them. The only hope for solution is in a full and intelligent dialogue airing all sides of every question in the hope that the best ideas will eventually prevail. If this publication has an editorial policy that can be summed up in a sentence, that is it. Coupled with an open mind and a willingness to change it if the situation demands such action, this philosophy has stood us in good stead.

Now to our meal of crow, roasted gently, without excessive cooking, and not nearly so inedible as one might fear.

In our issue of May 23, 1962, we discussed in some detail under the headline, "THE CHANGING FACE OF CLEARANCE," the plan proposed by United Artists to combine Broadway first runs with simultaneous neighborhood showings in selected situations. We did not favor it and said why.

In part, our argument was that this "Showcase" policy could only hurt the better pictures, which would lose the build-up and word of mouth publicity that an exclusive Broadway first-run provided. We said, *"If the idea has so much merit, why restrict it to such films as United Artists plans to release? Why not play day-and-date with so-called roadshows as well? Let's see what the effect on grosses will be when outlying theatres, many of them with no matinees, give top entertainment away at cut-rate prices and double featured as well. That may be a slightly too broad generalization, but the idea should be clear."*

Then came the crux of our argument: *"Another danger can be seen in what exhibitors refer to as the 'copy cat' nature of distribution. Let one company hit on a 'pie-in-the-sky' gimmick for grabbing a little more loot a little faster, and more are sure to follow.*

"Let's face facts. Destruction of established clearance can only result in an attendant loss of business for the first-run situations. While this may bring about a quicker getaway after release of a bad film, we can't see how it can possibly benefit the gross of a good picture. The strong ones will only get stronger after a successful first-run engagement. They have in the past and they will in the future.

"Some strange things are done in this industry in the name of economy. It seems to us that this new gimmick would be one of the most unfortunate changes that distribution could contemplate."

That was our stand, and it unleashed a storm of protest. Many respected exhibitors disagreed with us. We realized as well as anyone that no man is infallible and that a closed mind is the sign of a worthless publication. With assurances ringing in our ears that our fears were groundless, we re-examined the "Showcase" plan and gave it our blessing in the following issue, May 30, 1962.

Now the results are in, and our first impression was the right one. To know what is right and not to do it is the worst cowardice. So now we eat crow, and there are worse things than that.

From all we hear, the dissatisfaction with "Showcase" presentations is widespread and not only among exhibitors. Distributors too have been disappointed at results. The confusion caused by the increased use of the plan is gigantic.

In a recent amusement page in the New York Times, we counted no fewer than six different "Showcase" engagements advertised. It was a real mess. Unless the newspaper was prepared to provide a magnifying glass with every copy, there was absolutely no way to read the names of the theatres participating in any of these "Showcase" presentations. After studying this page—all we wound up with was a headache.

As we said before, there are worse things than eating crow. To cling to a policy that has been proved wrong is far worse. "Showcase" has not worked. It should be abandoned or drastically modified. We call on the responsible gentlemen of distribution and exhibition to act quickly to restore some semblance of business sanity to the playoff of motion pictures.

In other words, gentlemen, pick up a fork and join us in our plate of crow.

WHO'S WEARING WHAT SHOE?

It all depends what shoe you're wearing. Recently, a prominent eastern newspaper became super-righteous about an advertisement in which the theatre owner attempted to insert the line, "NOT RECOMMENDED FOR CHILDREN"—which was truthful. Playing to the gallery, the newspaper professed horror and refused to carry the ad.

Now the scene changes. The newspaper now operates a television station and must resort to the use of late movies. So they advertise "THE BEST OF HOLLYWOOD" and show a Brigitte Bardot movie (made in Europe) with the added comment, "RECOMMENDED ADULT VIEWING." For shame, gentlemen, for shame!

In a similar vein, Ken Prickett of Ohio tells of a radio station refusing to accept advertising on "Cleopatra" at two theatres because it won't be a party to selling an immoral picture. That takes the cake, doesn't it?

It all goes to prove that any resemblance between censorship and common sense is purely coincidental.

NEWS CAPSULES

FILM FAMILY ALBUM

Arrivals

A son, **Steven,** was born in St. John's Hospital, Santa Monica, Cal., to **Mr. and Mrs. Louis Robin.** The father is with Concerts, Inc., NGC live concerts subsidiary.

Gold Bands

Hortense L. Sinderbrand, executive assistant to vice-president of **RKO Theatres,** New York City, and S. Saul Grant were married in Miami Beach.

Obituaries

William F. Blowitz, 48, public relations executive, died at Roosevelt Hospital, New York City, of multiple injuries sustained when he was struck by a car at Fifth Avenue and 57th Street. A native of Kansas City, Mo., he was a former newspaperman, and had been publicist for Fox West Coast Theatres, in the publicity departments of MGM Studios, Warner Brothers Studio, Paramount Studio, and others. In 1962, he helped form the publicity firm of Blowitz, Thomas and Canton. Survivors include his wife, two sons, a daughter, his mother, and a brother, all of Los Angeles.

Wally Bach, formerly of New York, retired Altec Service inspector living in Hollywood, Fla., died.

J. R. Brown, Altec inspector, died in Biloxi, Miss. He was transferred from Kansas City several years ago, and made his headquarters in Mobile, Ala.

Joseph Jacob Fabacher, 66, veteran film salesman, died of a heart attack at his New Orleans, La., home. He had been with Allied Artists for 16 years until he retired a year ago. Surviving are his widow, one daughter, three brothers, two sisters, and three grandchildren. One brother, **Peter Fabacher,** is head projectionist at the RKO Orpheum, New Orleans.

Philip Goldberg, 72, father of United Artists vice-president **Fred Goldberg,** died after a long illness in New York. He is survived by his widow, sons Fred and Irving, and a daughter.

Geoffrey Heal, 48, director of publicity, Rank Overseas Film Distributors, died when the British Eagle Britannia air liner in which he was going on a skiing vacation crashed into a mountain when landing at Innsbruck, Austria. He is survived by his wife and two children. **Lindsay Turner,** chairman of Anglo-Scottish Pictures, and his wife were killed in the same accident. They are survived by a son and daughter.

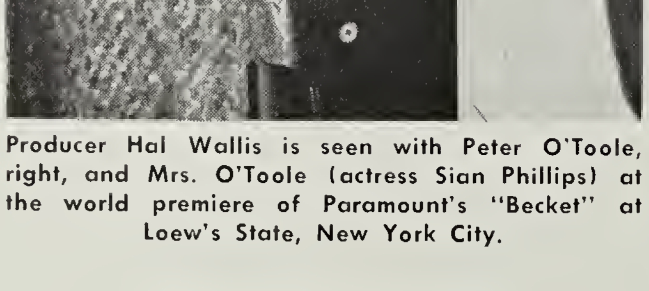
William G. Humphries, Sr., 70, retired Philadelphia area exhibitor and former eastern sales manager for 20th Century-Fox, died at his Margate, N. J., home. After retiring from the film company, he devoted his time to operation of theatres in Lewistown, Burnham, Catasauqua, Shickshinny, and Berwick, Pa. He was a former member of Variety Club Tent 13 and Motion Picture Associates. He is survived by his wife, two daughters, a son, a sister, and eight grandchildren.

Peter Lorre, 59, Hungarian-born actor in many horror movies, and most recently in a series with American International, died in Hollywood, Cal.

Joseph Minsky, associated with Warner Brothers and the Stanley Warner Company for many years, before joining Samsonite Corporation in an executive capacity, died suddenly at his Penn Wynne, Pa., home. He is survived by his wife, two daughters, his father, and two brothers and a sister, as well as his uncle, **H. M. Kalmine.**

William "Bill" Prass, 65, United Artists field representative in Denver for the past 15 years, died after a long illness. His home town was Minneapolis. He is survived by his brother and a sister.

Mrs. Louis (Edith) Sher, 49, wife of **Louis Sher,** president of the Art Theatre Guild with headquarters at Scottsdale, Arizona, died in Good Samaritan Hospital, Phoenix, Ariz. She is survived by her husband, four children, three brothers, and three sisters.



Producer Hal Wallis is seen with Peter O'Toole, right, and Mrs. O'Toole (actress Sian Phillips) at the world premiere of Paramount's "Becket" at Loew's State, New York City.

FORMS FOR THIS PAGE CLOSED AT 5 P.M. ON MON., MAR. 30

MGM Ups Austin, Sullivan

NEW YORK—Realignment of MGM's advertising, publicity, and exploitation departments, keyed to the summer release schedule, moved forward with the announcement that Emery M. Austin has been appointed assistant to Dan S. Terrell, executive director, and Andrew M. Sullivan exploitation manager.

Austin, a veteran in the motion picture field, has been in charge of MGM's exploitation activities at the home office since 1953. He managed theatres in Tulsa before joining MGM's field staff in 1941.

Sullivan also came to the New York office from a position as field press representative. Having managed theatres in Savannah, Ga., for many years, Sullivan joined MGM in 1959 and was assigned to the southwest territory with headquarters in Dallas. He was transferred to the home office in 1960 as Austin's assistant.

BROADWAY GROSSES

Holiday Boosts Business

NEW YORK—The Easter week-end helped all the Broadway first-runs with the Paramount, which had a rock 'n' roll stage show, and the Music Hall out in front, along with the reserved seat houses.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the break-down was as follows:

"OH, MY DARLING DAUGHTER" (Zenith Int.). Paramount, with rock 'n' roll stage show, had a $135,000 first week.

"THE WORLD OF HENRY ORIENT" (UA). Radio City Music Hall, with usual stage show, did $119,497 on Thursday through Sunday, with the second week sure of $215,000.

"THE FALL OF THE ROMAN EMPIRE" (Paramount). DeMille did $48,000 on the first week of 14 performances.

"IT'S A MAD, MAD, MAD, MAD WORLD" (UA-Cinerama). Warner Cinerama garnered $28,754 on the 19th week.

"THE INCREDIBLE MR. LIMPET" (Warners). Astor reported $13,000 for the opening session.

"DR. STRANGELOVE OR: HOW I STOPPED WORRYING AND LEARNED TO LOVE THE BOMB" (Columbia). Victoria announced the eighth week as $30,000.

"SEVEN DAYS IN MAY" (Paramount). Criterion stated the sixth week was $26,000.

"CLEOPATRA" (20th-Fox). Rivoli reported $18,000 for the 38th week.

"CAPTAIN NEWMAN" (U). RKO Palace did $21,000 on the first week.

"BECKET" (Paramount). Loew's State did $48,000 on the third week of 14 performances.

Fox Earnings Surge

NEW YORK—The net earnings of 20th Century-Fox for the 52 weeks ended Dec. 28, 1963, was reported as $9,115,393, or approximately $3.44 per share. This compares with a loss of $39,766,094 or $15.63 a share in 1962.

Net theatrical film rentals for 1963 totalled $74,051,664 as compared with $71,575,251, in 1962. Television film rentals in the past year were $22,815,196, compared to $18,626,316. Total income from all sources in 1963 was $102,940,436 as compared to $96,355,871 in 1962.

"Stork" First For Garrick-UA

NEW YORK—The first of three plays to be produced by Garrick Productions this summer in a recently formed alliance of play and film production with United Artists will be "The Wayward Stork," a new comedy by Harry Tugend, well known stage, film and television author. The comedy will be seen in several summer theatres including the Westport Country Playhouse.

According to the agreement made with United Artists and Garrick Productions, Garrick will sponsor a minimum of three plays a year in stock in a new move to develop material for films. Several additional plays are now being considered under this plan, two of which will be included in this summer's program.

Garrick Productions comprises the talents of Joel Schenker, Philip Langner, and Roger H. Lewis.

Hartford Pay TV Sues For Films

RKO General Names Fox Universal, Theatre Firms; Charges Boycott Threats Frighten Off Distributors

NEW HAVEN, CONN.—RKO General filed an anti-trust action against motion picture distributors and exhibitors, charging conspiracy to prevent its Phonevision experiment on WHCT, Hartford, from getting films.

Named in the action were 20th-Fox, Universal, the Connecticut Committee Against Pay TV, Theatre Owners of America, Allied States Association, MPTO of Connecticut, Allied Theatres of Connecticut, Inc., Stanley Warner Corporation, Stanley Warner Management Corporation, Burnside Theatres, Inc., Loew's Theatres, Inc., Poli-New England Theatres, Inc., Lockwood-Gordon Enterprises, Inc., E. M. Loew's Enterprises, Inc., Manchester Drive-In Theatres Corporation, Outdoor Theatres Corporation, Elmwood Theatres Corporation, and the Joint Committee On Toll TV.

The suit charges that the defendant exhibitors "have resorted to economic pressure and threats of group boycotts against the producers and distributors of motion pictures to coerce the latter into refusing requests of RKO and subscription television operators in other parts of the country for an opportunity to license the necessary supply of current motion pictures with which to carry on subscription tv operations."

The suit stated that RKO General intended to "break up a conspiracy whereby 20th Century Fox and Universal, acceding to pressure from the theatre owners, have refused our requests to obtain product for exhibition on the Hartford experiment in pay tv."

Other major companies have made their product available on subsequent-run basis, but according to a 20th-Fox spokesman, "We haven't refused to sell. They just don't want to pay our price."

Rubin Heads Cinema Lodge

NEW YORK—Leonard Rubin, vice-president of Gilliams and Rubin, was re-elected president of New York's Cinema Lodge of B'nai B'rith for a second term. Installation of officers for the coming year will be held at a luncheon at the Hotel Astor on April 16th.

Elected as vice-president was Mel Maron, and reelected as vice-presidents were Max Fried, Leonard Kaufman, Ted Lasarus, Milton Livingston, Joseph B. Margulies, Howard G. Minsky, David V. Picker, Sol Risener, Norman Robbins, Murray Rogow, Cy Seymour, Howard Shulman, Rabbi Ralph Silverstein, Jack Weissman, and Louie Wolff. Carl Levine was reelected as treasurer, and Alex Arnswalder as secretary.

High Court Sets Censor Case

WASHINGTON, D. C.—The Supreme Court has set the second argument of the case of Nico Jacobellis, Cleveland Heights theatre manager, convicted under Ohio law of possessing and exhibiting "The Lovers," for this week. He seeks to have the Ohio statute declared unconstitutional.

Marshall Naify To Head Magna Pictures Corp.

NEW YORK—At a special meeting of the board of directors, Marshall Naify was elected president of Magna Pictures Corporation.

Naify, who is also president of United Artists Theatre Circuit, Inc., United California Theatres, and D-150, Inc., stated that Magna planned to become more active in the production of motion pictures, both in Dimension-150 for roadshow presentation and in 35mm for general release.

General D-I Earnings Up

BOSTON—General Drive In Corporation (OTC) reported a 44 per cent increase in sales for the first quarter ended Jan. 31, and a sharp up-turn in earnings. Sales of $3,932,231 for the quarter compare with $2,753,689 in the same period last year.

Earnings of $40,167, equal to 4.4 cents per share, rose from a loss of $6,389 in the first quarter of 1963, Richard A. Smith, president, reported.

"The improvement in our first quarter results from the continued, increasing effect of shopping center theatre earnings offsetting normal drive-in theatre winter losses," Smith added.

Sunday Violation Charged

WOODSTOWN, N. J.—Decision has been reserved on charges that Harold Thorpe, proprietor, Grand, violated Woodstown ordinances prohibiting the showing of motion pictures on Sunday. Municipal Court Judge Louis DiNicola said he was withholding his verdict to allow time to review legal aspects.

Thorpe had been specifically charged with admitting patrons to his theatre and showing a movie, both in violation of the municipal ordinance. Complaint was made by the Rev. Wesley Evans, pastor, Baptist Church, and the Rev. Paul van der Loo, Methodist Church.

A conviction on one ordinance carries a fine of $100 or 30 days imprisonment; the second ordinance specifies a fine of $200 or 90 days sentence.

Fox Promotes Dickstein To Assistant Sales Head

NEW YORK—Abe Dickstein has been appointed assistant general sales manager for 20th Century-Fox, it was announced by Joseph M. Sugar, vice-president in charge of domestic sales for the company. Dickstein also will continue to supervise the activities of the road show department.

The promotion of Dickstein, according to Sugar, "completes the realignment of our sales executive staff in preparation for the expanded distribution activities of 20th Century-Fox. We are planning to provide exhibitors with more than 41 major productions during the next two years." This flow of first-rate entertainment includes, Sugar added, "at least three road show attractions."

Under the completed sales staff, with Sugar at the head and Dickstein as next in line, Robert Sherman is branch operations manager. Regional managers for 20th-Fox are Nat Rosen, metropolitan district manager; R. C. McNabb, eastern division manager; R. L. Conn, central division manager; W. C. Gehring, southern division manager; T. O. McCleaster, western division manager; and P. S. Myers, Canadian division manager.

Dickstein has been with 20th-Fox since 1951, when he became New York branch manager. He was promoted to Atlantic district manager and eastern division manager before becoming road show manager a year ago. He entered the motion picture business in 1933 for United Artists, where he was a district manager when he joined Fox.

Benson To WB-TV

BURBANK, CALIF.—Hugh Benson has returned to Warner Bros. to assist William T. Orr in the administration of the studio's television division, it is announced by Jack L. Warner.

Richard Bluel and Dick Linkroum also joined the company's television department in executive capacities to plan and develop new projects.

VARIETY CLUB
NEW YORK, IN
THE HEART OF SHO BUSINES

The New York Variety Club, Tent 35, recently marked its 15th anniversary at a luncheon at the Hotel Americana. To be seen are three chief barkers as well as the current head of the Tent, Jack Levin. From left to right are Charles Alicoate, Levin, luncheon chairman Irving Dollinger, Ed Lachman, and Ira Meinhardt.

Calif. Judge Dismisses Trust Suit Against Free TV Crusade, Exhibs

HOLLYWOOD—U. S. District Court Judge William C. Mathis dismissed the $117,541,500 anti-trust and conspiracy suit filed last Dec. 17 by subscription television against the Crusade for Free TV and 20 defendants, including theatre companies and exhibitor groups.

Arnold C. Childhouse, president, California Crusade for Free TV, and an executive of United California Theatres, San Francisco, said, "The Court agreed with our position that our campaign against pay tv was proper and legal. It was our contention that the claim we violated the anti-trust laws was without foundation. Apparently this position has been upheld by Judge Mathis."

Harry Swerdlow, counsel for Crusade, in his dismissal motion, maintained the lawsuit "was a sham filed solely for the purpose of preventing a public issue in the form of an initiative from being presented to the people of California in November." He also contended subscription tv "was planning to by-pass rules and regulations of the FCC."

Sylvester L. (Pat) Weaver, Subscription TV, said, "I'm absolutely flabbergasted." He blasted exhibitors for "trying to stop progress at any price," and called the gathering of signatures for the ballot initiative "a gallant attempt to prevent us from offering better things to the public. I'm sure when the people know what we have to offer them in communication, they will support us, and the movie merchants can go back to selling popcorn and candy." He lashed out again against free tv homebodies, calling them "professional idiots" who don't understand what culture means.

Weaver said he would assume that Subscription TV would file a new cause of action within 10 days, as allowed by the judge, but added that it was up to his legal counsel to follow through.

Subscription TV was to meet with the California Public Service Commission on the application of Pacific Telephone for use of its lines for Subscription TV purposes. This application will be hotly contested by various counsel, including the exhibitors' Crusade.

Subscription TV has already lost the fight for ballot recognition at the Nov. 3 elections due to the overwhelming response by the public to sign petitions against pay-tv, with over 600,000 valid names said to have been obtained as of March 21. This drive is being relentlessly continued in theatres with the assistance of various womens' groups, allied merchants, etc.

26 From Embassy To TV

NEW YORK—"Adventure 26," a new group of 26 motion pictures, all in color, is being made available for telecasting by Joseph E. Levine's Embassy Pictures.

Included are such films as "Joseph and His Brethren," "The Trojan War," and "The Mongols," which have had theatrical release in this country. Others will be having their first showings here.

Elder Quits Loew's Post

NEW YORK—Bernard Diamond, general manager of Loew's Theatres, Inc., has announced the resignation of William Elder, northern division manager.

Ross Hunter recently expounded his theories about the future of the independent producer at a trade press luncheon at the Laurent Restaurant in New York. On his right is Philip Gerard, Universal's eastern advertising and publicity director, and on his left is Paul Kamey, U's eastern publicity manager.

Two New Indoors Set For New Orleans Area

NEW ORLEANS—Construction of two new theatres is scheduled for the New Orleans Metropolitan Area—the first new construction here for over 14 years excluding the Martin, built solely for the presentation of Cinerama product.

One of the new indoor houses, construction of which will begin shortly, will be located on Memorial Veteran's Highway in Metairie, close-by to New Orleans.

The other, named the Aurora, will be a unit of Aurora Properties, a multi-million dollar shopping center on a 60-acre tract at MacArthur Blvd. and Holiday drive.

Officials of the Aurora Plaza said the complex will be provided with air conditioned malls and parking for 3,500 automobiles.

The complex will be a part of the corporation's $100 million West Bank Development that includes several residential sections. Among major tenants in the center will be the Aurora, an 8,400 square foot theatre with a seating capacity of 850. The theatre will be one of the first tenants in the shopping area, and will be operated by Montgomery Enterprises, headed by Levere and Clarke Montgomery.

The Aurora will be a quality motion picture house intended for a first run policy and featuring the latest in seats and projection techniques.

Construction of the shopping center will start in June. The Aurora should be completed for an early September opening.

National Food Stores will be among the first tenants in the shopping center. Among other facilities in the big development will be a department store, a fashionable dress shop, a men's furnishing store, a cafeteria, steak house, cocktail lounge, sidewalk cafe, bank, savings and loan office, book and record shop, camera store and a specialty shop.

Another proposed facility within the area in a secluded place between the trade center and residential sections, presently under consideration is a 150-bed hospital.

Viking Raps Allied-TOA Position In Phila. Suit

WASHINGTON, D. C.—The U. S. Supreme Court was asked by Edward Bennett Williams, attorney for the Viking, Philadelphia, to reject the brief filed by Allied States and Theatre Owners of America as amicus curiae (friends of the court).

Williams argued that the Allied-TOA brief appeared to be more friendly to the defendants than to the court, and declared that TOA counsel Stuart Aarons is "house counsel" for Stanley Warner, one of the defendants in the Viking case.

Viking is appealing the suit denied in favor of the defendants by lower U. S. Courts. The lower court ruled that product splitting is legal.

The brief was drafted by Herman M. Levy before he retired as TOA general counsel.

Viking's brief argues that "the most significant point is not what the brief says, but what it fails to say. While asserting that the split is a cardinal principle of the industry, it fails to supply a factual analysis of the industry to support it. The petitioner contends that a true analysis of the industry would show that the split is more abused than used. For while the amici argue of the longest purse . . . the record shows that in Philadelphia only the longest purses are given the benefit of the trade restraint while the independent and marginal exhibitors are excluded and discriminated against."

Williams also took issue with the statement in the amicus curiae brief that: "There had been a long record of non-cooperation between Allied and TOA, but this was terminated by a 'summit meeting' to discuss merger." He pointed out that four employees of Stanley Warner and two of National Theatres (which owned the Fox, Philadelphia, at the time of the Viking suit), defendants, are among 133 TOA officers, directors, and executive committee members.

Para. Promotes Wania

NEW YORK—Erich Wania has been appointed general manager of Paramount Films of Germany, Inc., it is announced by Henri Michaud, Paramount's division manager for Continental Europe and the Middle East.

Prior to his new appointment, Wania was acting manager of the German Paramount organization. He has been with the company since its post-war reopening in the Federal Republic of Germany.

Para.'s Binstock To Japan

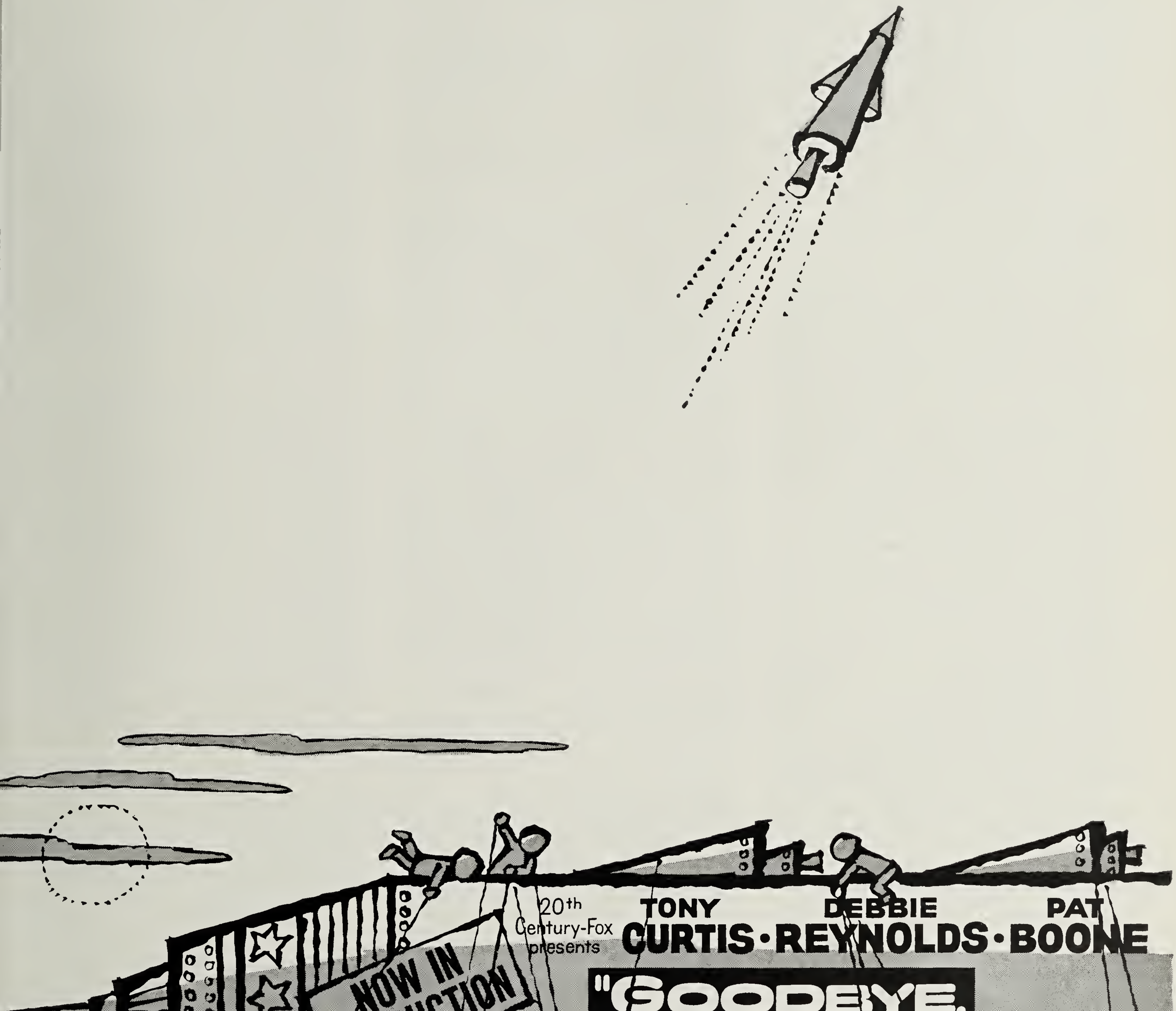
NEW YORK—Julian Binstock has been appointed Paramount's general manager for Japan, it is announced by James E. Perkins, president of Paramount International Films, Inc.

Binstock previously was the company's general manager for Belgium and Luxemberg. In Japan, Binstock will replace S. Sasho, resigned.

Danziger Boosts "Yogi"

NEW YORK—Harold Danziger, Columbia exploitation department, has been assigned as special coordinator for all promotional activities concerning Columbia's June release, "Hey There, It's Yogi Bear." Danziger, who will report to Richard Kahn, Columbia's national coordinator of advertising, publicity, and exploitation, will oversee the campaign on the film, which was produced by Hanna-Barbera.

nother one all checked out and set to go...at 20th!


NOW IN PRODUCTION
20th Century-Fox presents
TONY CURTIS · DEBBIE REYNOLDS · PAT BOONE
"GOODBYE, CHARLIE"
CINEMASCOPE
COLOR BY DELUXE
also starring
WALTER MATTHAU as Sartori
Produced by DAVID WEISBART · Directed by VINCENTE MINNELLI · Screenplay by HARRY KURNITZ

☛ already in orbit—**"Fate Is The Hunter"**

AB-PT Reports Record '63 Income; TV Causes Decrease In Earnings

NEW YORK—Record income for American Broadcasting-Paramount Theatres, Inc., for 1963 of $386,729,000, compared with $379,741,000 in 1962 was reported by Leonard H. Goldenson, president.

Operating earnings for the year were $7,385,000 or $1.65 a share, compared with $10,757,000 or $2.41 a share in 1962 (adjusted for stock dividend), based on the average number of shares outstanding. Earnings including capital gains were $7,927,000 or $1.78 a share, compared with $11,039,000 or $2.47 a share in 1962.

In the current first quarter of 1964, earnings are expected to be approximately 20 per cent better than the 52 cents per share (adjusted for stock dividend) earned in the first quarter of last year.

Goldenson noted that the lower operating earnings for 1963 principally reflected the results of the 1962-63 television season during the first nine months of the year, as reported previously. The decrease in earnings for the fourth quarter was primarily caused by the four-day coverage of President Kennedy's assassination.

Looking ahead, Goldenson said, "In view of the strengthened competitive position of our broadcasting operations over the 1962-63 season, we are greatly encouraged in our outlook for 1964. Based on present indications, we expect that there will be progressive improvement during 1964 and that the over-all results for the year will be much better than they were in 1963." The company will also obtain some benefit from the lower 1964 Federal income tax rates.

Broadcasting income for 1963 set a new record at $280,572.000, compared with $274,523,000.

A major undertaking in the broadcasting operation during 1963 was the development of the ABC Television Network's 1963-64 schedule, Goldenson pointed out. "We are gratified by the number of programs which achieved broad public acceptance," he said. "Our new over-all program strength, evidenced by the greater number of programs reaching higher audience levels than last year, will provide a more solid structure for the year ahead."

In its performance throughout the year, ABC News, strengthened in management, news personnel, film crews, and facilities, provided the radio and television networks with informational, educational, and cultural programming that merited greater public acceptance and critical praise.

Abroad, Goldenson said that the scientific advances in satellite communications and the rapid growth of television in foreign countries gave added emphasis to the world-wide efforts of ABC International which, through partial ownership, representation or both, is associated with stations in 21 countries around the globe.

ABC Films, which sells television programs to stations in this country and abroad, reported expanded sales during 1963.

Theatre business improved over 1962 despite a slow start earlier in the year. The company continued its policy of disposing of marginal theatres and replacing them, where possible, with modern new theatres, particularly in shopping centers in growing suburban areas. Fourteen theatres were divested during the year and three new theatres were opened. Currently, two are under construction and one is in the architectural stage. Theatre income was $76,209,000 compared with $75,956,000 in 1962.

Continuing to reflect AB-PT's diversity of participation in the entertainment and communications fields are a phonograph record business, a pre-eminent position in the midwest farm publication field, and the steady development of its two scenic attraction centers, Silver Springs and Weeki Wachee in Florida. Merchandise sales and other income was $29,948,000, compared with $29,262,000 for 1962.

"Inside Movie Kingdom" Hits Top TV Rating

NEW YORK—Sextant's 90 minute television special, "Inside The Movie Kingdom—1964," attracted the largest audience of any show in its time period on March 20, it was reported by the overnight Arbitron rating service.

Produced by Milton Fruchtman, the show about the world of motion picture entertainment was telecast on NBC-TV from 9:30-11:00 p.m.

The top rating was another indication of the exceptional audience interest in motion pictures. Enthusiastic reviews from across the country backed up the audience response.

More than 50 international stars appeared on the show which included filming on and off the sets of a dozen major motion pictures.

James Garner was the master of Ceremonies for the show, written by Norman Corwin.

Dozier To Address SMPTE

NEW YORK—William Dozier, president of Greenway Productions, Inc., Hollywood television production organization, will address the 95th Technical Conference of the Society of Motion Picture and Television Engineers (SMPTE). His subject will be "The State of Television . . . An Appraisal."

Dozier has accepted the invitation of SMPTE President Reid H. Ray to speak at the conference's opening luncheon April 13 at the Ambassador Hotel in Los Angeles.

Pa., W. Va. Like "Limpet"

PITTSBURGH—Warner Bros. "Incredible Mr. Limpet" on Allied-COMPO merchandising plan, for the first five days in 10 western Pennsylvania and West Virginia situations, outgrossed "Spencer's Mountain," "Baby Jane," "Wine & Roses," "Music Man," and "Four For Texas," it was reported by coordinator of the plan, Harry Hendel.

Sargoy Speaks At Columbia

NEW YORK—Attorney Edward A. Sargoy was the guest lecturer in Professor John M. Kernochan's Copyright Law Seminar at Columbia University's School of Law. The subject of the two hour lecture was "Problems of Motion Picture Distribution and Exhibition under Copyright, and the Development of Protective Devices."

Regents Back Classification In N. Y. Censor Struggle

ALBANY—The Board of Regents were "in favor" of the Marano film classification bill and would make a statement to that effect if chairman Luigi R. Marano, Joint Legislative Committee on Offensive and Obscene Material, wished it. Dr. James E. Allen, Jr., State Education Commissioner, at a news conference following the Regents' monthly meeting, said he had been "authorized" to say this. Chancellor Edgar W. Ceuper attended the press session.

Assemblyman Marano, who had visited the State Education Department the previous day with two other Brooklyn legislators to discuss "bussing" of children in the Department's and the Regents' plan for ending de-facto segregation in public schools of the state, indicated he did not want any further statement on the classification bill at this point. Marano wanted to see whether he could get the bill out of committee.

Commissioner Allen stressed that a letter had been sent to chairman Marano enclosing a "statement on Motion Picture Law" by the Regents. The board had pointed out its members "were prepared to support a bill drafted to carry out the Regents' plan."

Dr. Hugh M. Fleck, associate commissioner for cultural education and former director of the Education Department's Motion Pictures Division, then took up the commentary on statutory film classification.

He observed, "It is a bill that carries out three basic recommendations of the Regents: To keep the motion picture licensing law, dealing with so-called hard core pornography; to establish a system of positive classification, in which the Motion Pictures Division would recommend films suitable for school age children; to set up a system of enforcement."

Answering a reporter's question about the proposed amendment making it a misdemeanor for owner, lessee, manager, doorkeeper, ticket seller, ticket collector, or other employee to admit "a child actually or apparently under the age of 18, where a motion picture not classified as acceptable for exhibition to children is being shown, "unless accompanied by its parent or guardian," Dr. Flick replied. "It is tightly drawn. It places enforcement on the exhibitor. Determination of age is left to 'individual judgment.' The burden of proof is on the exhibitor."

Dr. Flick added, "The reported bill evidently is designed to prevent the exploitation of 'Adults Only' advertising which might appeal to youngsters."

Odeon Gets Alberta House

TORONTO—The Marda Theatre, Calgary, Alberta, together with seven adjoining stores, have been purchased by Odeon Theatres (Canada) Limited, and the chain's partner in Calgary, J. B. Barron, according to an announcement made here.

This latest acquisition by the Canadian theatre company makes a total of four houses operating under the Odeon banner in the western city.

The Marda, to be renamed Odeon, immediately launched a policy of first-run films and moveovers under the new management.

Built about ten years ago, the well-designed, 742-seat house is superbly equipped and modern in all respects. Refrigerated air conditioning will be added by the new owners, but this is the only major work to be carried out, except for the new name sign.

Bronston Retains Nizer In Partnership Dispute

NEW YORK—Samuel Bronston, president of Samuel Bronston Productions, Inc., released the following statement:

"I have retained Louis Nizer of Phillips, Nizer, Benjamin, Krim and Ballon to represent me in connection with the problems arising from my partnership relationship with Pierre S. DuPont III.

"For the past 25 years I have devoted my life to motion picture production and the establishment of a reputation for artistic and business integrity.

"I assure all who have been associated in my ventures that all steps will be taken to protect their interests. I also assure exhibitors throughout the world that I will continue to produce pictures for their screens, and I am confident that my two current releases, 'The Fall of the Roman Empire' and 'Circus World,' will be as successful at the box office as advance reports from impartial sources indicate they should be.

"I appeal to my friends in all countries, particularly to those in Spain where my studio is situated, to continue their confidence in me and my work."

Cops End "Blood Feast"

PHILADELPHIA—County detectives raided the Nixon, 52nd and Ludlow Streets, on the last day of the showing of the independent film, "Blood Feast," seized the print, and arrested manager George H. Norcutt, who they charged with exhibiting and advertising an obscene film, and contributing to the delinquency of minors.

The theatre carried the warning, "Not recommended for children," but detectives claimed they took the names of about 150 youngsters under the age of 18. All patrons who could produce ticket stubs received refunds.

Norcutt was released on bail pending a subsequent hearing. The picture had played many engagements in other area indoor theatres and drive-ins without incident.

Appeals Court Backs Ban On Trans-Lux's "Stranger"

ALBANY, N. Y.—The Court of Appeals ruled that the Danish-made film, "A Stranger Knocks," may not be shown in New York State unless two scenes depicting sexual intercourse are deleted.

In a four to three decision, the state's highest court upheld the refusal of the Board of Regents to grant a license to exhibit the picture unless the deletions are made. The decision reversed a ruling by the Appellate Division of the State Supreme Court.

Richard Brandt, head, Brandt Theatres, and the American distributor of the film said that his company would appeal the decision. He said. "We are fully prepared to carry the case to the Supreme Court. Such action would be taken not only to protect our rights as an individual company, under constitutional guarantee, but also as a protest against recurrent, lower court rulings that nibble away at liberties in all fields of the arts in the U.S."

Slepka Heads Okla. Exhibs

OKLAHOMA CITY—The United Theatre Owners of Oklahoma reelected Bill Slepka, Okeman, as president at an annual convention held at the Skirvin Hotel here.

Also reelected were Johnny Jones, board chairman; Charles Proctor, Woody Sylvester, and L. A. White, vice-presidents; Earl Snyder, secretary; and Bill Turk, treasurer.

A plaque was awarded to Sam Brunk, executive secretary and local Screen Guild Productions representative, for his contributions to the industry in 45 years.

New Deluxe
WALTER

Walter Reade, Jr., chairman of the board, Walter Reade-Sterling, Inc., and Eatontown, N. J., Mayor Herbert Warner ,with an assist from Don Kaufmann, Eatontown planning board chairman, recently used silver spades for the ground-breaking of the new 900-seat Eatontown Cinema Centre. From left to right are Councilman Zebrowski, Reade; Mayor Warner; Councilman Ralph Lewis; Kaufmann; and Nicholas Schermerhorn, vice-president and general manager for theatre operations of Walter Reade-Sterling.

Mich. Minimum Wage Bill To Senate; Amendments Ease Blow To Exhibition

LANSING, MICH.—As indicated previously by MOTION PICTURE EXHIBITOR, after 30 years of struggle, it seemed probable that this state would finally get a minimum wage law. Since then, the situation moved one step closer to reality when the Michigan House of Representatives passed the Gordon Minimum Wage Bill, the one of eight such pending that we indicated most likely of passage.

Both the temper of the Representatives and their efforts to consider carefully and fairly the motion picture exhibitor, are shown in the following:

The Gordon Bill was passed exactly as drafted 91 to 13. Fifteen proposed amendments were voted down. These included one by Rep. Gail Handy (R), Eau Claire, exempting motion picture theatres. (Only 18 voted for it.) During the debate, Rep. Don Gordon (R), Leland, and Rep. Marie Hagar (R), Lansing, spoke, saying that while they were in sympathy with many motion picture houses on which they felt the bill would work a hardship, that to mention theatre personnel specifically would jeopardize passage of the measure.

The bill now goes to the Senate where passage is also indicated.

Michigan Allied President Milton H. London immediately sent members a letter which on the one hand indicates some unhappiness, and on the other recognizes a "magnificent job of contacting their representatives as requested," pride in their achievement, and the notation, "We just could not prevail against the political realities."

These efforts, plus those of London and other exhibitors who travelled far and wide to be heard at 16 preliminary joint House and Senate hearings, were far from lost. While they were not successful in singling out exhibition for exemption, they did succeed in having written in provisions to exempt those under 18; semi-retired persons over 65; businesses employing three or less, and those not employed at least 13 weeks. These categories do, in fact, exclude a substantial proportion of exhibition employees.

Nor has leader London as yet given up the ghost. In his letter, he states that when the Senate deliberates, Allied will see to it there are introduced two amendments: One (again) seeking blanket exemption of those employed in motion picture theatres, and the other to extend exemption of part-time employees from 13 to 20 weeks.

As it stands, if passed, the measure calls for $1.00 per hour minimum in 1965, $1.15 in 1966, and $1.25 in 1967.

Also, once again, London asks members to call on, write, or phone their state Senators, this time to support the two amendments.

"Poppins" To Radio City

NEW YORK—Walt Disney's "Mary Poppins" will have it's pre-release premiere engagement in New York at the Radio City Music Hall in early fall, it was announced by Irving H. Ludwig, Buena Vista president and Russell V. Downing, president of Radio City Music Hall.

The showplace heads the exclusive list of only 15 theatres in the world that have been selected to present the musical in 1964.

Time To Get Integration Struggle Off Street, N. C. Governor Urges

THOMASVILLE, N. C.—Ordinances regulating picketing and parades in Thomasville, the scene in the past of massive demonstrations against segregated motion picture houses, were adopted by the City Council.

The picketing ordinance provides that no picketing shall occur between 9 p.m., and 7 a.m.; that picketing shall be only on sidewalks and on the outside five feet of sidewalks; that picketing shall be in single file with persons 10 feet apart; and that not more than 10 pickets can be stationed in front of any one place of business.

The ordinance also provides that picketing shall be limited to one block at a time, and that placards carried by pickets must be of cardboard with no derogatory inscriptions.

The parade ordinance provides that notice of intention to parade shall be filed with the chief of police not less than 72 hours nor more than 30 days prior to the holding of the praade. The ordinance also requires issuance of a parade permit by the police chief and the identification of the organization seeking the parade permit and its chairman. Required further is advance information on the number of persons participating, the starting time of the parade, the hours of the parade, and its route. A fee of $3.00 is required for each parade permit.

The ordinances provide penalities for violations. The picketing ordinance says that violation "shall constitute a misdemeanor and shall be punishable by a fine not exceeding $50 or imprisonment not exceeding 30 days." The parade ordinance provides that "any person, firm or corporation violating any provision of this ordinance shall be deemed guilty of a misdemeanor and upon conviction thereof shall be punished. . . . Each day a violation is committed or permitted to continue shall constitute a separate offense and shall be punishable as such."

Adoption of the ordinances was over the protest of NAACP leaders.

Meanwhile at Raleigh, Governor Terry Sanford announced that a television series is being prepared by Negro youth in response to his request that "energies used in street demonstrations be directed toward more positive programs." He said Negro college students have organized a program committee to seek responsible public forums for expressing their protests and that the first project undertaken by the group is the production of a documentary television series explaining to the public the views of Negroes.

The television series will be carried over WUNC-TV, the University of North Carolina's education television station, with studios in Raleigh, Chapel Hill, and Greensboro, and also will be made available to any commercial television and radio stations desiring to carry them. The governor said commercial television stations have indicated that they will carry the series.

"This appears to be an intelligent way of expressing the aspirations of the Negro citizens of North Carolina," the Governor said. "I hope that it will be developed, programmed, and accepted in the same spirit of good will which promoted its establishment."

"Mass demonstrations are not effective in getting across to the public the reasons for the protest and dissatisfaction. In the long run, these demonstrations create ill will at a time when we must seek more good will. The time has now come when we should attempt to find a more constructive substitute for the protests by street demonstrators. It is time to turn toward civic enterprise, time to translate physical action into intelligent dialogue."

Joseph E. Levine, center, head, Embassy Pictures, is seen at a luncheon at Paramount studios signaling start of production of "A House Is Not A Home," with Robert Taylor, left, and Shelly Winters, right.

The Governor emphasized that it was incorrect to say that the new Negro project means that there has been an agreement to end street demonstrations.

"Nobody is in a position to guarantee anything because anybody can lead a demonstration, he said. "It doesn't take many people to make a demonstration."

He said the Negro committee will have a free hand in drafting the programs.

At Raleigh, the North Carolina Supreme Court upheld the constitutionality of the state's trespass law, which had been challenged by Negro demonstrators for civil rights causes.

The court held that the provisions of the law "do not conflict with . . . the Constitution of North Carolina or with the privileges or immunities, due process and equal protection clauses of the Constitution of the United States."

Quoting from an earlier decision which stated that the possessor of property may "accept or reject whomsoever he pleases and for whatever . . . suits his fancy," it said that "in the light of the foregoing decision, we hold that where a person without permission or invitation enters the premises of another, and after entry thereon his presence is discouraged and he is unconditionally ordered to leave the premises by one in legal possession, if he refuses to leave and remains on the premises, he is trespassing from the beginning."

Negro civil rights leaders had challenged the trespass law on grounds that it was one's fundamental right to enter the premises of any private business which is open to the public generally. Denial of that right, their attorneys argued, was a violation of the basic rights guaranteed in the U. S. Constitution, particularly the 14th Amendment.

During trial of the trespass case in the lower courts, the defense offered no evidence.

Meanwhile, it has been reported that the business of motion picture houses operated principally for Negroes is hurting in those cities and towns which have quietly integrated their facilities under pressure.

WB Passes Half-Way Point In Studio Modernization

BURBANK, CALIF.—A $5,000,000 modernization and improvement program that will make Warner Bros. a more efficient motion picture and television production plant has passed the half-way mark, it is reported by Jack L. Warner, president of the company.

Most of the 26 sound stages, comprising a total of 500,000 square feet, have been, or soon wil be, re-engineered and modified in the gigantic construction project, which is being accomplished in anticipation of a surge of film and television activity, beginning later this spring, at the Warner Studios here.

The overall program was launched in January, 1962, and is expected to be completed by the end of 1965. Engineers and builders involved are Holmes and Narver, Inc., with Ed Springer as superintendant, and Allen Smith, Warners plant engineer, supervising the job.

To date, all the sound stages have been modernized. They have been redesigned structurally and streamlined in order to accommodate the newest photographic, sound and lighting equipment. Utilities have been upgraded for better distribution, ventilation systems revamped, new roofing construction effected, improved sound-proofing installed, and the electrical systems and lighting methods have been modernized.

In order to assure the maximum efficiency, stage walls have been covered with fiberglass cloth over thick fiberglass filler with foil backing. All combustible materials in the soundproofiing are being eliminated, and the automatic sprinkling systems are being updated.

The new lining material will not only reduce temperatures, it was explained but also will have a reflection quality that will give the stage interiors a brighter aspect.

The $5,000,000 figures includes $500,000 being expended for the new Frank Sinatra Enterprises building, which is a 17-room structure with offices, dressing rooms, conference rooms, and other facilities. Its completion date is set for May 1.

Two of the sound stages have been divided into two separate stages, thus increasing the number of stages available for concurrent production. Another stage has been modified as an audience-participation stage.

"This enormous modernization project," Mr. Warner said, "will not only make Warner Bros. the most up-to-date motion picture production plant in the world, but it also demonstrates the company's confidence in its future as a dominant factor in the motion picture and television industry."

Six D-I's To Skouras Circuit

NEW YORK—Salah M. Hassanein, president of Skouras Theatres Corporation, announced that the 303 Drive-In Corporation has acquired the lease on six additional drive-in theatres in New Jersey and Rockland County. Through an agreement concluded with Harry and Joe Appleman, Skouras Theatres will take over the management of the Turnpike Indoor and Outdoor Theatres, East Brunswick; Brunswick Drive-In, New Brunswick; Somerville Drive-In, Somerville; Rockland Drive In, Monsey; Nyack Drive-In, Nyack; and New Plainfield/Edison Indoor & Outdoor Theatres, Iselin, N. J.

Spyros Lenas will be the division manager for these drive-in theatres in New Jersey and Rockland County.

Spring Ushers In The Silly Season; In Mich., Everyone Breaks The Law

MICHIGAN—Doubtless wherever man has a legal system, as time goes on, there pile up on the statute books laws which become silly because they are anachronistic. Detroit Free Press writer Dick Hyamn apparently took a day off to research what he heads "Michigan's Looney Laws."

Exhibitors here who may not have read the bit might be interested in knowing that technically they or others could be judged for these violations:

If a man scowls at his wife in your theatre or elsewhere, this is illegal.

In Detroit, it is a misdeamor to sneeze in a theatre without muffling the outbreak.

You can't reach into the street and drag a passerby into your establishment.

Detroit law "forbids anyone to play with snuff, in any hall or theatre."

We wonder if Ann Arbor exhibitors know about City Ordinance 110-1902. It's unlawful to walk on any street, alley, in parks, or public buildings frequented by the public, or on the floor of any street car or vehicle used for public travel, on Sunday.

In Saginaw, if any of your patrons seated in your theatre, or walking show naked knees between 9:00 a.m. and 4:00 p.m., that's ag'in the law.

Ordinance 78-section 10 could apply to drive-ins in Flint which have playgrounds, for no person over 14 may stand up in a swing in a park. Flag-waving, American or otherwise, is likewise forbidden while swinging.

Tossing spoiled vegetables at entertainers is illegal in Dansville.

A patron breaks the law in Menominee if he falls asleep in your theatre.

If, anywhere in the state, you happen to have a magic act, watch out for this one: "It is against the law for a magician who conjures drinks out of a hat to operate without a liquor license." And, attached to that one, is a provision that could have affected an exhibitor here recently. (In a Mt. Clemens theatre building was a pet shop which was closed because of cruelty to animals.) The law states: "It is unlawful to hitch a crocodile to a fire hydrant."

If a theatre employee puts a skunk in the owners' desk, there's another violation.

Should a man kiss his wife in your theatre or elsewhere) on Sunday, "the party at fault shall be punished at the discretion of the court."

Finally, should you find a man stripping a woman of her clothing, ask questions before you stop him. There's still an old law on the books that states a husband owns his wife's clothes, and if she leaves his home it is his privilege to follow her and remove every stitch.

Oh, well, spring is technically here. Most of the balance of the page on which the foregoing appeared is taken by an article written by a Free Press writer who rejoices in the name of James Dumbell. No kiddin'.

Chi., Minn. Rep For C. D. A.

MOBILE, ALA. — Cinema Distributors of America announced the appointment of George Regen Film Distributors to handle C. D. A. product for the Chicago and Minneapolis exchange areas.

Columbia first vice-president M. J. Frankovich is seen at the recent Hollywood birthday party for Samantha Eggar, who stars in the company's forthcoming "Psyche 59."

Inflight TWA Showings For Coach Passengers

NEW YORK—All Trans World Airlines passengers, coach as well as first-class, may watch first-run films by Inflight Motion Pictures on transcontinental non-stop flights, beginning April 26, it was announced by R. M. Dunn, TWA senior vice-president and system general manager, and David Flexer, president of Inflight.

The move into the coach cabin on transcontinental flights completes the installation of the Inflight equipment on the entire TWA fleet of long-range "StarStream" and "Superjet" airliners.

TWA operates 25 non-stop flights daily between Boston, New York, Philadelphia, and Washington, and Los Angeles and San Francisco.

For the summer travel season, TWA will operate more than 300 movie flights weekly over its combined domestic and international routes.

A new booking schedule will go into effect with a film for showing on westbound flights and another on eastbound schedules. The booking plan will preclude frequent travelers from seeing the same film more than once.

The first films to be shown in both cabins on TWA's domestic routes will be "From Russia With Love" and "Paris When It Sizzles." "Rhino" and "Honeymoon Hotel" will be the first shown on eastbound flights.

Movies will not be shown on flights scheduled to depart after 8:30 p.m. local time. Coach passengers may rent for $1.00 the individual earsets. There is no charge in first class.

Each jetliner is equipped with two special patented projectors, which are concealed in the ceilings at the rear of the first class and tourist compartments. The light weight projectors are automated and can show as much as two hours and 15 minutes of film without interruption. They can show films in either black and white or color, and in any screen size. The system operates by the flick of a switch by the flight engineer.

Next Move Up to Distribs, Cohen Says Of 16mm Fight

BUFFALO, N. Y.—Sidney J. Cohen, president, Allied Theatre Owners of New York State, in a report on the 16mm competition situation, said: "In my opinion the 16mm showings in schools, universities, country clubs, etc., affect the gross of the motion picture theatre in their respective areas. In New York State, I have stopped many of these showings, and all of a sudden we find that another distributor of 16mm films steps in. Where are the ground rules?

"These 16mm showings are doing more harm to our theatres than television; and this cancer is growing daily. The distributors claimed that when they sell their product to television they are getting countless millions; but top grade 16mm features are being sold almost for pennies. I can prove that these 16mm and 35mm showings, so called non-theatrical, are in direct competition either without charge or at a very minimum charge to high percentage terms being asked in near-by theatres. This obviously proves that the distributor serving this regular theatre is losing much revenue.

"A distributor which has an active 16mm division, obviously, while recognizing the value of 16mm, cannot allow this secondary market to reduce its major revenue.

"Action is needed at once. This is once when the next move, and fast, is up to the heads of production and distribution. Where do we go from here?"

Nelson-Engel In Business

HOLLYWOOD—Nelson-Engel Productions, in business for less than one month, moved into new quarters at Universal City with an 18-month program involving three production or co-producing deals with three different distributors.

While Fred Engel, former GAC executive, prepares three N-E projects, Nelson will first direct Cary Grant and Leslie Caron in "Father Goose," a Robert Arthur production for Universal.

On the schedule are "The Seven File," a William P. McGivern novel, under a new two-picture deal with United Artists, distributors of Nelson's Oscar nominee, "Lilies of the Field," and "The Pied Pipers," a Clair Huffaker original, for Universal release.

Also announced is "Scratch a Thief," a joint venture by Jacques Bar's Cipra Films and Nelson-Engel, to star Alain Delon, for MGM release.

Schlaifer Agency Expands

NEW YORK—Charles Schlaifer and Company, New York and Los Angeles advertising agency, announced the acquisition of Kaiser, Sedlow, and Temple, Inc.

Schlaifer, who will continue as president of the expanded firm, added that all three principals of the acquired agency, Sam Kaiser, Victor Sedlow, and Herman Temple, are joining the Schlaifer agency immediately. All three are veterans of the advertising business.

Kaiser, who has been named vice-president in charge of creative services, was formerly advertising manager of Warner Brothers. Temple, before the formation of K-S-T, was associated with several of the major motion picture companies as visualizer and art consultant, and Sedlow was art director for 20th Fox.

The staff of Kaiser, Sedlow, and Temple will also be absorbed by the Schlaifer agency.

The NEW YORK Scene

By Mel Konecoff

WE REMEMBER not too long ago talking to Joe Levine at one of his first press appearances while leaning on one of the bars at the Club 21, and he opined that he may not get rich but he was determined to have some fun and set the industry on end.

The scene shifts and time marches on. It's now last week and we're atop the Paramount Building on the 31st floor. This time, the speaker is a young man named Ron Gorton, former ballplayer with the Philadelphia Phillies, actor, writer, producer, who almost used the identical words, except that he wants to make money while having fun and setting the industry afire. He aims to offer the majors and Seven Arts, a friendly enemy, a run for available money and screen time.

Gorton, a personable, young, good-looking firebrand, has unlimited funds at his disposal, he told us, and he's welcoming producers, writers, directors, etc., to come in and talk because by 1965, he wants to have 10 features in release in the U.S. and Canada. These will be partly made by himself, partly financed by his company, and partly purchased outright elsewhere. Whether made here or abroad matters not as long as they are entertaining. Oh yes, he's also going to star in a few of the features, if plans continue along at their initial hectic pace.

This year may see only one picture going out under the Gorton banner, a comedy made abroad called "Panic Button," starring Maurice Chevalier, Jayne Mansfield, Eleanor Parker, Michael Connors, and Akim Tamiroff. After seven months of research into distribution methods, he is going to make sure the initial film as well as others get every chance to hit big, which means full-fledged campaigns in all media and on the scene supervision.

Aiding Gorton will be sales director Bernie Jacon, who reported that the film kicks off early in May in the Carolinas on a 30 to 40 theatre saturation break. Region by region will follow until all 150 prints are working. Each region will also receive saturation advertising, radio, and tv campaigns, and a large co-op ad compaign with participating exhibitors will be in order. Local publicity and sales reps will remain at hand to follow through, and each region will see a contest conducted on theatre returns with the prizes being $1,000 and a free trip to Rome.

Jacon hoped to handle only enough pictures to make the operation feasible. The habit of moviegoing has been interrupted, it was felt, and a steady flow of good pictures is needed. The economic monster known as high prices is devouring us, and a blow for freedom from same must be struck.

Gorton wrote and produced "Panic Button," and he's also written the next, "Jason," which goes before the cameras in November. He has several others in pre-production stages. Gorton Associates will do its own distributing, with National Film Service handling the prints and National Screen Service the accessories. Gorton is president; George Skigan is executive vice-president; Mort Friedman is vice-president; and Ronald Schacht is secretary-treasurer.

So, out there wherever you are—watch out. Ron Gorton is coming your way.

THE GREATEST: If any of you saw the issue of Life out last week, you and millions of others saw 16 pages devoted to UA's forthcoming "The Greatest Story Ever Told," which is the single largest color break in the history of the industry and Life.

Gabe Summer, UA advertising and publicity director, was so elated, he decided to buy lunch at the Four Seasons to announce the launching of the promotion campaign on the film, the first of a number of such conferences on the release. He reported that the film will have the biggest campaign in the history of the company because it is the biggest picture ever made by the company, and it's the biggest, cost-wise, ever made in the U.S.

The single, most important selling tool on the film's behalf will be the color photographs taken by the internationally-famous photographer, Eliot Elisofon, color consultant on the picture. His photos will be used in more and larger layouts than any film in UA history in all print media. The photos will also be used for group sales pitches and in a hard-cover picture book as an adjunct to theatre showings.

Opined Sumner, "This picture will play as long as there is a United Artists."

LEVINE STRIKES AGAIN: The other morning, Joe Levine and Carlo Ponti, who's married to a good looking Italian girl by the name of Sophia Loren, told us that because of the success of the team of Loren and Marcello Mastroianni in "Yesterday, Today, and Tomorrow," they were going to give exhibitors and the world an annual Christmas present of a new Loren-Mastroianni film. This Christmas, be prepared to play "Marriage—Italian Style" to start April 1 in Italy at a budget of three million dollars. "Yesterday, Today, and Tomorrow" made its mark in Italy, where in two months it grossed 3½ million dollars in 200 to 300 theatres.

This makes the sixth picture that the combo of Levine and Ponti are turning out. Levine's Embassy Pictures has world rights while Ponti distributes in Italy. "Y, T, and T," with titles, outgrossed all pictures in the mid-town Manhattan area on its opening week-end with the exception of the Radio City Music Hall.

By the way, Loren will play the Queen in Pearl Buck's "Imperial Woman" to be filmed in Hong Kong. Levine doesn't have Richard Burton and Liz Taylor for "The Sands of Kalhari" despite what you read—at least that's what he told us. The Levine profile appears in yet another magazine, the April issue of Clyde. Yes, Virginia, there is a Clyde Magazine, believe it or not.

(*Continued on Page* 14)

Alexander, Grainger Head New AllStar Films, Inc.

HOLLYWOOD—A new motion picture distribution and production company was launched with the formation of AllStar Films, Inc., according to president Dr. Alex Alexander.

Other officers in the firm include Jules Salkin, Beverly Hills architect and businessman, executive vice-president, and June Starr, secretary-treasurer.

J. R. "Jimmy" Grainger, respected veteran industry executive, former president of RKO-Radio Pictures, and vice-president of Republic Pictures, has joined the new company as vice-president in charge of distribution.

The company gets under way in its initial stages with the immediate summer release of several productions, the first of which is "Love—Italian Style," filmed in color and starring Elke Sommer. Others in the cast are Walter Chiari, Hugo Tanatsi, and Sylva Koscina.

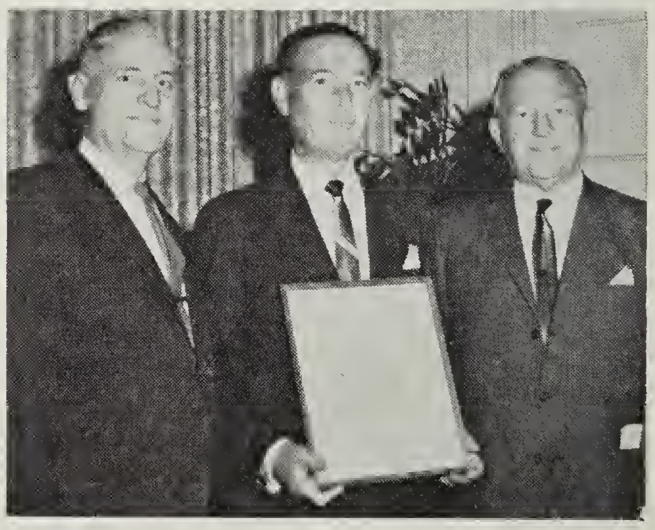
Second release will be "Storm Over Silver Peak," filmed in color in Japan, and starring the former Olympic ski champion from Austria, Toni Sailer.

These two pictures were acquired from Alexander-Ford-duPont, of which Alexander was vice-president and which now dissolves.

Mandel Heads UJA Drive

NEW YORK—Harry Mandel, president of RKO Theatres, will serve as chairman of the motion picture and amusement division of the United Jewish Appeal of Greater New York.

In its 26th annual campaign, the United Jewish Appeal of Greater New York aims to raise the metropolitan area's share of a nationwide UJA goal of $105,000,000 for agencies aiding 751,000 people in need and distress in 31 countries around the world. $69,000,000 is sought through the general UJA campaign, plus an Opportunity Fund of $36,000,000 to meet extraordinary needs arising out of sharply increased migration of Jews to Israel and other free lands. The New York UJA drive also supports programs of service reaching 447 Jewish community centers and YM-YWHAs in the United States, as well as 120,000 members of the U. S. armed forces and hospitalized veterans at home and overseas.



A. Schneider, center, Columbia president, displays the New York University of Commerce's Madden Memorial Award, granted annually to an alumnus whose "career exemplified outstanding achievement in business, industry, and professional life." The award was presented to Schneider at a special luncheon by Assistant Dean Harry M. Kelly, NYU, left, and Joseph Sandler, president, School of Commerce Alumni Association, right.

International Film Problems Discussed At Madrid Meet

NEW YORK—Ralph Hetzel, acting president, Motion Picture Association of America, and current president of the International Federation of Motion Picture Producers, returned to New York following a meeting of the Federation's General Assembly in Madrid. In discussing the work of the General Assembly, Hetzel explained:

"The Assembly this year made considerable progres in several areas. High on the agenda was a discussion of ways in which the Federation might be more effective in meeting many of the economic problems which the motion picture industries face throughout the world. Import restrictions, taxation, and other limitations on doing business in some countries were reviewed. The officers of the Federation are currently developing a program and schedule for dealing with these situations in seven countries agreed to by the Assembly.

"A plan was approved to provide three additional area vice-presidents to strengthen the work of the Federation in the Western Hemisphere, Asia, and Europe. The individuals to fill these new vice-presidential posts will be elected at the next Assembly meeting in October, when the general election of officrs is held.

"Of the 19 member companies of the International Federation of Motion Picture Producers, the following 11 countries were represented at the General Assembly in Madrid: Spain, Italy, France, Portugal, United Kingdom, Holland, Belgium, Sweden, Germany, Denmark, and the United States."

While in Spain, Hetzel met with the Spanish Minister of Tourism and Information, Manuel Fraga Iribarne. They discussed the problems involved in the development of American film trade in the Spanish market. The ground work was laid for further discussion soon.

Further meetings were held with U. S. Ambassador Robert F. Woodward and his staff. The U. S. Embassy has been brought up to date concerning the American motion picture industry situation in Spain.

A dinner was held prior to Hetzel's departure. Attending were the U. S. Ambassador and members of his staff, Spanish Government officials concerned with American film affairs, and several American film industry representatives. Hetzel emphasized the importance of maintaining open channels for motion picture trade as a basis for building a sound film industry in Spain. He also stressed the need for creating a more favorable climate for American and other international films in the Spanish market.

Italy Honors Bronston

NEW YORK—Ente dello Spettacolo, a cultural institution which also includes the Italian parliamentary committee for the entertainment business, has awarded producer Samuel Bronston a special silver plate for maintaining a high artistic level in his motion pictures.

The plate, presented by Under Secretary of State for the Entertainment Industry, Hon. Ruggero Lombardi, is inscribed, "To Samuel Bronston, producer of 'King of Kings,' 'El Cid,' '55 Days at Peking,' and 'The Fall of the Roman Empire,' for the high artistic level and the exceptional spectacular effects of all his productions, which are dedicated to a noble revival of the great events in the history of civilization and to a constant exaltation of the essential values of the human community."

LONDON Observations

By Jock MacGregor

"I am very glad to tell you that at last our admissions show that our business is levelling off and the fractional decrease of less than one per cent this year against last is far better than we have experienced in the previous 10 years," revealed Jack Goodlatte at the Associated British Cinemas champion manager dinner. This success he credited to the managers for the excellent way in which they keep their theatres and exploit product—in particular, the manager who can still pull in good business and keep his regular customers happy with a picture which may not be tops. What obviously pleased him greatly was that several pictures during the year had broken all previous records and that a success can take more than ever before.

In presenting checks for $2,100 to champion Jack Rowe, ABC Cinebowl, Bexley Heath, and $700 to runnerup J. W. Hare, ABC, Great Yarmouth, C. J. Latta spoke of the competition facing the Cinema today and in the future. He was confident that it will survive, provided they keep up with the times and replace each situation as it becomes obsolete with the most modern and comfortable theatre it is possible to conceive. "It is important," he claimed, "that the exhibitor and producer learn to support each other. Evidence of this is already paying off. Producers are more inclined to seek the exhibitor's opinion before producing a subject. The exhibitor should look upon the producer as the manufacturer of his merchandise and support him in every possible way."

Assistant managing director Bill Cartlidge revealed that since this contest was started 11 years ago, 60 per cent of the national champions had been promoted to executive positions and that the remainder for health or domestic reasons had preferred to continue in management. Several were among the district winners, and he singled out Bob Parsons for having seen nearly half a million pass his boxoffice during the first 16 weeks the Blackpool ABC was open. He paid special tribute to the trade press—"Not only for the great help which they give us each year in reporting these proceedings, but also because of their sensible attitude towards trade problems and their sense of responsibility to the trade generally."

THIS IS where I came in was my first reaction to the government's decision to sell British Lion to Sir Michael Balcon, since his group has been joined by the previous company directors. The trade is divided—and not down the middle—by the sale. Many fear that an insufficiently new image will be forged and that the internal industrial squabbling of late 1963 will be revived. The battle can be far from over. The Hon. Anthony Asquith, in his presidential address at the Association of Cine and TV Technicians 31st annual conference, referred to the British Lion situation. He recorded that while long serving employees originally received exactly two days extra pay when dismissed, the five company directors received what they described as a "golden boot of $420,000 each." Without reflection on Sir Michael, who has been made an honorary ACTT member, he deprecated the government's decision to sell the company and trusted that if, after the coming election, there is a different government with a more responsible attitude to British films, one of its earliest steps would be to repurchase British Lion and subsidiaries such as Shepperton Studios. He hoped the new group would give assurances to facilitate such a move as the union believes it will be easier for British Lion to stand up if there is a substantial public ownership. I attended the weekend conference. Discussion covering many problems was constructive and responsible, rather than headline making. Speakers revealed great enthusiasm and belief in the future of movies.

THE INDUSTRY is growing up. Congratulations to Charles Young, who on realizing that since "Fall of the Roman Empire" and "Becket" were opening on consecutive nights, they would have to share the limited weekly film features, brought the press show for the former, which Rank handles here, forward a week. The resulting extensive, lyrical reviews must have given Sam Bronston a terrific kick in his troubled days (both premes fell after press time for this column and will be covered next week). In consequence, it competed only with "Captain Newman," which was ignored or dismissed as in poor taste, and British Lion's "Ring of Spies," a modest, plodding picturization of the Portland spy case which lacks the polish and impact of such Hollywood reconstructions as "House on 92nd Street."

THE RANK ORGANIZATION is seeking authority to increase its capital to $84,000,000. . . . Pathe News and Movietone went into color and 'Scope for the Grand National, and within 24 hours had out full coverages. The added width provided a stunning improvement even on what was probably the best tv race coverage ever. . . . Kenneth Winckles hosted a farewell reception for his executive assistant, Bert Campbell, who is moving to Brussels, and presented him with a watch from executives and staff. He will head Rank's Belgian distribution setup, be Rank's representative on the board of the Dutch theatre group, Mattschappij Tuschinski, and be responsible for Streits Theatre, Hamburg; Piccadilly, Brussels; and San Jorge, Lisbon. He will certainly be getting around. Bon voyage. . . . It would be a good thing if more publicists studied the law—in particular the Quota Act—before making press releases. . . . While reams of publicity flow regularly from Unifrance and Unitalia, one would never realize that continental pictures are ever sexy or glamorous. A recent Rank handout made me blink. I thought I was imagining things. Then I realized that imagination was not necessary. . . . Hammer Films have only eight pictures to go to their 100th. That should call for the sort of celebration in which that perfect host, Jim Carreras, will revel. The boys had better keep their Dracula cloaks in moth balls. . . . The proposal for a British film festival, as if there were not too many already, is being temporarily postponed.

CKLW'S CAPT JOLLY
SPECIAL PREVIEW
MGM'S "SEVEN FACES OF DR LAO"
THE BEATLES CLOSED CIRCUIT TV MAR 14 15
LATE SHOW
FOX
CKLW'S CAPT JOLLY
SPECIAL PREVIEW
SEVEN FACES OF DR LAO
TANNER
CAPTAIN JOLLYS SPECIAL PREVIEW
SEVEN FACES of DR LAO
ALLIE
VAN LINES

Youngsters from all over the Detroit area recently responded to the invitations of Captain Jolly, of CKLW-TV, to preview MGM's "Seven Faces Of Dr. Lao" at the Fox on a Saturday morning. Price of admission was "cans of food for the needy" to be placed in the Salvation Army's "Cheer Baskets."

Biggest "Boom" Ever For "Train" Wreck

GARGENVILLE, FRANCE — The biggest and most awesome exploisive display ever engineered for a motion picture took place here when an armored, 30-car German military train was blown sky high in an aerial attack during a climactic scene in John Frankenheimer's "The Train."

This shattering holocaust of iron, steel and concrete was described as "The Million Dollar Minute" by special effects expert Lee Zavitz, who explained that the cost of the event would be $1,000,000 were it filmed in Hollywood.

Zavitz emphasized that the scope of the episode, comprising a series of 140 explosions, can be compared with only one other pyrotechnical screen display—the burning of Atlanta in "Gone With the Wind." He speaks with the authority of the man who staged that memorable screen fire.

Preparations for this "shot" were underway for months.

Director Frankenheimer, producer Jules Bricken, and Zavitz worked with elements of the French Army, including engineers, signal corps, and demolition experts on the enormous technical, military and security problems involved.

At the same time, the film's construction crew built three manned bunkers and six camera bunkers around the marshalling yards from which the explosions were set off and photographed. Six of the cameras were operated by remote control for closeups and other dangerous shots. Two cameras running in tandem were manually operated in the main bunker by Andre Domage to record a panning shot of the entire sequence through a curved opening three feet long and six inches wide.

What does it take to blow up a 70-ton armored locomotive and tender and 30 freight trains loaded with heavy artillery?

Item, 4000 pounds of explosives.

Item, 1500 gallons of gasoline.

Item, 300 sacks of cement.

To set off the 140 separate explosions, control the various cameras and maintain vital communications with the technicians and crew members responsible for carrying out the job, more than 30,000 feet of wire were buried in specially dug trenches leading to the bunkers and the train. These were controlled from the main bunker and the firing bunker.

Zavitz and his associates took additional personal precautions. They wore gas masks to protect themselves against the high concentration of gas that usually accompanies such powerful explosions.

THE N.Y. SCENE— *(Continued from Page 12)*

NEW THEATRE: The newest addition to the Skouras Theatre Circuit, the Plainfield/Edison Indoor and Outdoor Theatre, Iselin, N. J., was previewed for the press and trade last week before the official opening. It's a beautiful set-up having an outdoor drive-in theatre accommodating 1,400 cars and a 1,000-seat indoor auditorium with electronically controlled air conditioning, streamlined refreshment pavilions, patios for outdoor dining and viewing, a nursery, a free playground, etc. There are four projectors in the deluxe booth, two for each screen back to back.

Spyros Lenas, N. J., zone manager, was host in the absence of Salah Hassanein, who was out of town, and he cooks a real swingin' buffet.

AHOY THERE: We took in the unveiling of MGM's World's Fair exhibit, the Bounty, sailing vessel used in "Mutiny on the Bounty," at the World's Fair Marina the other morning. Fair president Robert Moses officially welcomed the throngs while MGM vice-president and chief counsel Ben Melniker represented MGM president Robert O'Brien.

Lois Nettleton and Keir Dullea provided the glamour while the U.S. Merchant Marine band played on. Below decks, it looked considerably different from when we boarded it in lower New York harbor and sailed up to its berth some time back. Then it had washing machines, an extensive radio set-up, and a student crew. Last week the innards were reconstructed to what it must have looked like back in the days of Captain Bligh and Mr. Christian.

International Village, Detroit, To Include Two Theatres

DETROIT—This edition of downtown real estate notes contains more than new building projects which will increase traffic and attendance at future movies. It concerns the International Village project, model for which has been unveiled for which ground will be broken next August. It will contain two motion picture theatres, with a common lobby, each to seat 1,200. There will also be a 2,200-seat legitimate house.

What will be International Village was formerly blighted Skid Row, which was purchased and razed by the city and the federal government". International Village is purchasing a 23-acre portion, of which 11 will be developed in the first phase, to cost $10 million.

Indicating what business this development can bring to the proposed movie houses, as well as existing downtowners, here follow some of facilities to be built: 30 restaurants, coffee houses, and supper clubs; 250-room motor hotel; three office buildings, including a 12-story luxury one for prestige offices; courtyards bordered by shops, each of a nationality; and a restaurant suspended on a bridge over a boulevard.

The entire complex will be linked with covered walkways and bridges so pedestrians are protected from inclement weather.

Vacant land will be used for parking, and later a parking garage will be built.

Also announced is downtown Detroit's first condominium. It will cost $1 million, and contain 72 apartments in five buildings.

"Grand Olympics" On Film

NEW YORK—Exclusive distribution rights in the United States to "The Grand Olympics," a dramatic two-hour color presentation of the 1960 Summer Olympiad in Rome in which American athletes scored impressive triumphs, have been acquired by Times Film Corp.

This was announced by Irving Sochin, Times sales director. He said he negotiated for the film because of his belief there will be widespread interest in recalling America's glories in the last international competition in view of the approach of the 1964 Summer Olympics in Japan.

Following the disappointments of the past winter's skiing and skating competition in Austria, he said, film viewers will wish to see how well American spiked-shoe and swimming representatives fared in the last quadrennial events.

"The Grand Olympics" was filmed by Cineriz, the Italian producing organization. It depicts such outstanding United States successes as the sprinting of Wilma Rudolph, who captured three gold medals; the decathlon effort of Rafer Johnson, the swimming of Chris Von Saltza. Also seen in vivid action are victorious Don Bragg, Bill Nieder, Al Oerter, Ralph Boston, Lee Calhoun, Glenn Davis, Otis Davis, and others.

"Music-Nite" Premium Set

NEW YORK — Ben Baum, director of "Music Nite," a new audience-building premium promotion offering patrons a basic library of the world's greatest music in 24 albums plus an illustrated listeners' guide, reported that the first test of the plan will be held in the New York area the first week in May.

Representative theatres of the Randforce Circuit have been enrolled; also the Walker, Carroll, and Lefferts Theatres.

ALBANY

Governor Nelson A. Rockefeller signed the Gordon Bill amending the Penal Law to permit public sports and entertainment, including motion pictures, on Sundays after 1.05 P.M., instead of 2 P.M. . . . Alan Iselin offered "special gifts to each car" at reopenings of Auto-Vision Drive-In, East Greenbush; and Super 50 Drive-In, Schenectary-Saratoga Road. . . . Fabian Theatres also offered "free surprises, free gifts, etc." at the reopening of Mohawk Drive-In, Albany-Schenectady Road. . . . Samuel E. Rosenblatt, theatre owner, and his brother, M. Fred. were paid $80,000 plus interest; and $4,000 additionally in costs for condemnation by City of Albany of an L-shaped plot, site of the old Grand, for an urban redevelopment project. The Rosenblatts will have to pay arrears of approximately $15,000 in city-county taxes and water rents. . . . Stanley Warner zone manager Charles A. Smakwitz was in for the annual dinner show of Legislative Correspondents Association. . . . Theatre and hotel divisions of Schine Enterprises held their first joint seminar at Queensbury Inn, Glens Falls. . . . Fabian district manager Adrian Ettelson said "We made out all right" on the matinee closed circuit telecasts of The Beatles.

ATLANTA

Frank Beddingfield, secretary - treasurer, Consolidated Theatres, with headquarters in Charlotte, N. C., announced he will back summer theatre there. He has formed the Charlotte Summer Theatre Corporation for the production of 10 shows including musicals at the Ovens Auditorium. . . . Wilby-Kincey Service Corporation has set the showing of the 23-minute featurette, "Rome In Madrid", which plugs Samuel Bronston's "The Fall Of The Roman Empire" on a local television station. . . . The Joy, Pototoc, Miss., leased by Dewey Reedy, of Tupolo, Miss., has reopened. . . . Georgia Theatre Company plans a June opening of the Cobb Center, Marietta, Ga. . . . Sam and Hucy Horne plan to open their Sunset 400-car drive-in at Knoxville, Tenn., by May 1. . . . After 48 years of continuous operation, the Betsy, Elizabethton, Tenn., was closed by manager Earl Snodgrass, who was in charge for the past seven years.

BUFFALO

James J. Hayes, chairman of the 37th Variety Clubs International convention hosted by Tent 7 in Buffalo June 30-July 2, has just pulled off a coup that will result in a convention highlight that will long be remembered. He has tied in a day at Niagara Falls with a spectacular Dominion beauty contest at the world famous Seagram Tower, and Variety will play a leading role in the event. Lou Fisher of the entertainment committee has arranged to bring "Camelot," with Howard Keel, to the Wurlitzer Park Melody Fair Tent as another convention feature. . . . Don Baker, New York Loew's publicity office, was a visitor with Frank Arena at Shea's Buffalo. . . . Pat Dwyer, 20th Century-Fox, collaborated with Lou Levitch, Al Wright, and Ron Hoelcle of the newly formed Holiday Theatres for their exclusive engagement at popular prices of "Cleopatra." . . . Howard Pearl, UA publicity rep, came to town from Detroit, and worked with Frank Arena, city manager, and Tom Harmon, manager of Shea's Teck, on the premiere of Stanley Kramer's "It's a Mad, Mad, Mad, Mad World," Cinerama, debuting March 25. . . . Ed Gallner, publicity for MGM, was in from Philadelphia on the multiple run of "Kissin' Cousins," Shea's Buffalo and the Aero, Sheridan, and Star Drive-Ins, plus many others in surrounding towns. . . . "Buy the Tiger" is the slogan of a drive being conducted by the Buffalo Zoological Society, as the result of a promotion started by Jack Chinell, Buena Vista; Arthur Krolick, division manager, and Ed Miller, manager of the Paramount, in connection with Walt Disney's "A Tiger Walks," Easter week attraction. The Courier-Express gave a nice spread with art, and the stunt was picked up by two television and radio stations. Animal lovers are being asked to send contributions to the Buffalo zoo to buy the tiger or other animals for the zoo.

Buddy Ebsen, star, MGM's "Mail Order Bride," is seen at an autograph session at Loew's Orpheum, Boston, Mass., following a personal appearance.

CHARLOTTE

Frank Beddingfield, secretary-treasurer of Consolidated Theatres, which has its headquarters at Charlotte, and operates motion picture houses in the two Carolinas and Virginia, has announced that he will back the Charlotte Summer Theatre this year. He revealed that he has formed the Charlotte Summer Theatre Corporation to assure production of the 10 legitimate plays it plans during the season, but would not say how much money he has invested in the project. He said he will be president and treasurer of the new corporation; his son-in-law, Herman A. Stone, will be vice-president; and Fred Hasty, a Charlotte attorney, secretary. "I feel like I know something about show business and am familiar with ups and downs," Beddingfield said. "I am confident we will have a fine season. The productions it will offer will compete for the entertainment dollar with the theatres operated by Beddingfield's firm. Beddingfield is a past president of the Charlotte Variety Club and the Theatre Owners Association of North and South Carolina. . . . A new 1,000-seat motion picture house, Park Terrace, will open in the Park Road Shopping Center at Charlotte the latter part of April, and will be a member of the Wilby-Kincey chain. Kermit High, city manager at Charlotte for Wilby-Kincey, said that the house will feature a glassed-in lobby and luxuriously draped interior, and "we expect this to be the most magnificent theatre in the south—the finest, most comfortable motion picture showplace ever built in the southeast." A feature will be "rocking chair" seats, the first in North Carolina. High said an opening date is expected to be set soon, and city leaders and the public will be invited to a special ceremony. Prior to that, a time capsule containing various data about Charlotte, in addition to photographs of the 10 current top motion picture stars, the names of 1963 Academy Award winners, a photograph of the new theatre, and an admission ticket will be buried at the site, to be opened 50 years from now, in 2014. . . . As part of a campaign to "clean up" films shown at High Point, N. C., drive-ins, the High Point City Council voted to request Municipal Solicitor Rossie Gardner to write letters to drive-in owners advising them of appropriate laws in such regard and the consequences of violating them. A petition protesting the type of films being shown at High Point theatres is being circulated by the High Point Ministers Alliance and will be presented to the City Council when it is completed.

CHICAGO

Edward Skelham, formerly associated with Columbia Pictures, has taken over operation of Catlow theatre, the only theatre in Barrington, Ill. L&M Theatre Management Co. will book the house's films. . . . Dave Weiner, American Public Relations office, is now handling news releases for the Fred Niles Studios. . . . Mary Waggoner has been named Chicago director of special ticket sales for the Todd and Cinestage theatres. . . . The premiere opening of "Becket" at the Cinestge was a charity sell-out to the Immigrant Service League. Immigrant Service League will also sponsor the premiere opening of the "Fall of the Roman Empire" at the Todd on April 17. Dick Taylor, Paramount publicity director, ran two color half pages and two black and white pages in the Sunday edition of the Chicago Tribune boosting Chicago run of "Fall of the Roman Empire." Management reports that these were the largest amusement ads in recent years, at a reputed cost of $10,000. . . . Eugene F. McDonald, son of the late Eugene McDonald, founder of Zenit Corporation, married Virginia Baker in Phoenix, Ariz. . . . World Enterprises, Inc., organized by M. G. Shamberg, will produce tv and film productions. . . . Dorothy Galanter, sister of Jerry Winsberg, executive in B and K's booking department, died. . . . Bob Jalenik has sold his Dundale and Butterfield Outdoor theatres, Dundee, Ill., to M and R Company of Chicago, operators of both hardtop and drive-in theatres. These new asquisitions give M and R Circuit five outdoor theatres and one hardtop, the Old Orchard, plus a new hardtop they are building in Evergreen Park, Ill. . . . Eddie Silverman, president, Essaness Theatre Circuit, came here for recent film conferences from his Palm Springs home. . . . William Ferra was named manager of Aragon Amusements Building for Broyman Sherman Theatre Circuit. . . . Don Natolitana has rejoined the Golf Mill theatre's managerial staff after service in the army. Golf Mill has booked "Cleopatra" for four weeks, beginning May 29. . . . Mason Warner, retired film advertising executive, died recently in the Evanston hospital. . . . B and K's Marbro, closed for some time, will be wrecked by the Harvey Wrecking Co., which was awarded the contract. The ground will be used for other business. . . . Dave Wallerstein, president, Balaban and Katz Circuit, was named chairman of a 10 man committee by Mayor Richard Daley to study whether it would be feasible to build a modern domed sports arena for Chicago. . . . S. J. Gregory, president, Alliance Amusement Co., has returned from conferences in Walla Walla, Wash., with executives of MidStates Theatres, a subsidiary of Alliance. . . . Chicago's amuse-

SHELDON TROMBERG
presents
BOXOFFICE ATTRACTIONS, INC.
Independent Film Distribution
Phone: Code 215 LO 3-1294
FOX BLDG., PHILA., PA. 19103
Phone: Code 202 347-2221 or 347-3151
606 WARNER BUILDING, WASH., D. C. 20004

EASTER FAVORS
for the YOUNGSTERS
with the
Season's Greetings
from ROBERT B. RADNITZ
the producer of
Island of the Blue Dolphins

At the recent preview of Universal's "Island Of The Blue Dolphins" at the RKO 58th Street, New York City, were, left to right, Philip Gerard, U eastern advertising and publicity director; Joseph B. Rosen, U regional sales manager; Robert Radnitz, producer; Harold Saltz, U's New York branch manager; and Mike Edelstein, RKO Theatres district manager.

ment tax collection for the months of January and February totaled $80,338, compared to $49,597 during the same period in 1963. The increase was reported to be due to higher admissions from reserved seat film attractions. . . . State, Quincy, Ill., premiered "Cleopatra" for its area on an extended run. $1.50 has been set for adult admissions and 75 cents for children. . . . Robert J. Quinn, Fire Commissioner of Chicago, has ordered a special check of the emergency exits in all theatres and other amusement buildings. . . . Loebl, Schlossman, and Bennett, architectural firm, have been commissioned to draw plans for new Balaban and Katz theatre, to be built in Oakbrook, Ill.

CINCINNATI

Chairman for Variety Tent Three's telethon fund-raising campaign scheduled for April 4-5 include Carl Ferrazza; Nat Kaplin, Joe Alexander, Jack Haynes, Jack Kalan, Barney Rapp, Saul Greenberg, Art VanGelder, Ed Young, Jim McDonald, Bill Garner, Jack Quigley, Don Womack, and Mr. and Mrs. Ben Cohen. Juvenile Arthritis Special Treatment Center at Convalescent Hospital for Children and the Birth Defects Special Diagnostic Clinic will benefit from the money raised by a televised live show at Taft Theatre over WKRC-TV, whose staff and facilities are contributed as a public service. . . . Renovation of the RKO Palace into an International '70 is scheduled for May, according to Joe Alexander, RKO district manager. Improvements include a screen projection process of every type excepting Cinerama; reducing seating capacity from 2600 to 1500 seats; a vertical marquee; carpeting, et cetera. . . . "The Fall of the Roman Empire" under the sponsorship of the Cincinnati Junior Chamber of Commerce opens at the Grand April 15. "Cleopatra," which preceded the spectacular, paid its way during its 42-week run and is doing very well in its special engagements in Huntington, Charleston, and Parkersburg, W. Va. It opened this week in Columbus, O., and is scheduled for a Kentucky run in late April. . . . "Carpetbaggers" was enthusiastically received by area exhibitors at its Times Theatre screening. It is scheduled to open locally in several suburban houses in July. . . . Mike Beinner, MGM field man, is now located here to work the local and Indianapolis areas. . . . 20th-Fox exchange staff were the luncheon guests of the four salesmen who sold their prize booty—a European trip—won recently in a raffle.

Drive-ins in the low lying areas in the Ohio Valley may be delayed in their scheduled spring openings because of the flooding of the Ohio River. Many theatres in river towns were closed, and their reopenings depend on how extensive the flood damage is. Clothing collected along Film Row intended for the needy in the mountain areas of Kentucky, has been diverted to aid the distressed citizens at Falmouth, Ky., which was engulfed in the most damaging flood in the town's history. The mountain areas will receive aid later when the present emergency has passed. . . . Mike Geller and Barbara James, from the Variety International office in Pittsburgh, have arrived to assist in Tent Three's telethon fund-raising campaign scheduled for April 4-5 at the Taft Theatre. . . . Frank Weitzel, owner of the Weitzel Booking Agency, has acquired the Alpine Theatre and the Dixie Drive-In, Ripley, W. Va., from the JUR circuit. The agency is now servicing the Ohio, Franklin, O., for owner, Jim Herb. . . . "The Pink Panther" is scheduled for the Times after the completion of the current run of "Tom Jones." . . . Intensive publicity has been started for "Fall of the Roman Empire," which opens at the Grand April 15.

COLUMBUS, O.

Loew's Ohio held "Seven Days in May" for a second week for Easter holiday patronage, and RKO Palace held "The Misadventures of Merlin Jones" for a second week through the holiday period. . . . "Cleopatra" starts a third week April 1 at the New Main and Beechwold with excellent business recorded in the first two weeks. . . . Ron Pataky, theatre editor of the Citizen-Journal, reported that Ray Milland, screen star, will appear in the Henry Higgins role in the Kenley Players' stage production of "My Fair Lady" here the week of June 9 at Veterans Memorial. . . . Walter Kessler and his wife stopped off in Columbus to visit friends on their way from New York to San Francisco. Kessler, former manager, Loew's Ohio, is general manager of the Herbert Rosener art theatre circuit, with headquarters in San Francisco. . . . The Dispatch and Citizen-Journal ran congratulatory editorials on the 60th Anniversary of Loew's Theatres and the 36th birthday of Loew's Ohio.

DALLAS

Miss Sue Amacker has taken over duties as acting manager of the Fine Arts. She has been assistant manager since coming here from the post of manager of the Fine Arts, Denton, Tex. Jim Wilson, formerly of the staff of the Capri, has been named assistant manager at the Fine Arts. All three are operated by Trans-Texas Theatres. . . . Fred Beiersdorf, Dal Art, has returned to his post after being out due to illness. He was in the Veterans' hospital for extended treatment. . . . Although 20th Century-Fox has opened its own booking office in Oklahoma City, accounting will still be handled through the Dallas exchange. . . . Robert Radnitz, producer of "Island of the Blue Dolphin," is scheduled to be a visitor here on April 4. He will be host for a special screening of the film at the Palace aimed at the younger set—adults will be admitted only if accompanied by children. The local visit to be made by Radnitz is part of a tour to be made by 13 of the film's personalities. . . . Youngsters may win a toy tiger in conjunction with the showing of Walt Disney's "A Tiger Walks" at the Village by seeing the "Mr. Peppermint" telecast on WFAA-TV. . . . The new Cinema at Big Town, which was recently opened, features a smoking loge with all items in the area coated with fire preventive material. . . . Hollywood film star John Wayne is scheduled to visit Dallas on April 5 to speak at a dinner as part of a Texas visit to campaign for Gordon McLendon, candidate for U. S. Seantor. . . . The Academy Awards Sweepstakes will be conducted for the 10th year here by theatres of the Interstate, Stanley Warner, Rowley United, I. B. Adelman, and Trans-Texas circuits. The contest will run through April 12 and will offer a first prize of $500 cash plus a round trip to Hollywood via air for two. Five other prizes include a season pass for two by each of the sponsoring circuits, good for a full year. Ballots will be available at the theatres and may be mailed or placed in special containers in the lobby of the participating theatres. Contestants must compete in eight categories, plus a 50 word statement outlining the reasons for selecting a particular picture as the best of the year. The contest is usually decided on this essay as many contestants turn in entries which match the selection of the Oscar winners. . . . Writer Lillian Hellman was in the city researching background material for the motion picture, "The Chase." . . . Michael Rennie will play the role of Professor Higgins in the stage production of "My Fair Lady" at the Dallas Summer Musicals July 6-19. . . . "The Best Man" will have one of its first bookings in the country, opening May 7 at the Majestic. . . . Shooting is expected to get underway this week on "Five Horsemen from Hell," to be filmed by Dallas producer Bob Callahan. Tay Garnett will direct the production which will star Rory Calhoun, Gloria Graham, and Tim Holt.

DENVER

The ladies committee of a local Republican party organization has purchased the opening night of "Becket," and will sell the tickets to raise money for their campaign. "Becket" opens at the RKO International 70 (formerly Orpheum) April 22 on a hard ticket, reserved seat basis. Bill Hastings, manager, says he is establishing box-offices in shopping centers all over the city and in neighboring towns for convenience of patrons. . . . The boys of National Theatre Supply, including Joe

Stone, manager, have been working overtime installing a new Walker Crystalgain Screen and new National Drink machine in the Denham. They have also just completed the installation of new carpeting, loge chairs, and screen in the recently reopened Webber on south Broadway. . . . Police morals squad stopped the showing of "Sin in the Suburbs" at the Vogue Art, and Larry Goodenough was hailed into court to answer charges in connection with the showing of the film, which was harshly reviewed by both local newspapers. House reopened next day with rerun of "In the French Style." . . . In the bowling tournament held for members of Service Clubs in Ft. Morgan, Colo., Joe Ashby placed second in all events. We didn't learn who came in first—must have been a non-show-biz guy. . . . One of the speakers of the Forward Look 1964-65 meeting to be held in the Brown Palace hotel May 20-21 will be Ralph Nelson, producer of "Lilies of the Field." . . . Holiday Drive-In, Boulder, will soon reopen and has installed a lot of new equipment. . . . The seven Wolfberg Compass drive-ins in Denver are opening on a seven day a week basis for the summer—four have been running weekends all winter. . . . We are pleased to report that Howard Campbell and Darald Hart, Westland Theatres, Colorado Springs, who were hurt in an automobile accident enroute to Show-A-Rama in Kansas City, are out of the hospital and recuperating at home. . . . Bernard F. Rangely, who owns the Campus, Rangely, Colo., is now superintendant of schools for the Rangely School District.

HOUSTON

Jimmie Skinner, Modern Sales and Service of Dallas, was in the city with Jim Ross to install the closed circuit television system in the Majestic. . . . Screen writer Lillian Hellman was in the city researching background material for the motion picture, "The Chase." . . . Some 500 guest tickets to see Columbia Pictures' "Dr. Strangelove, Or: How I Learned to Stop Worrying and Love the Bomb" were dropped from the KODA-Bird at the Gulfgate Shopping City. Tickets were good to see the film now at the Alabama. . . . Ivan Tors, the producer-director of "Flipper" and the sequel, "Filpper's New Adventure," is scheduled to visit in Houston in behalf of his latest Metro-Goldwyn-Mayer release, "Rhino!" . . . Charles Paine, managing director, Windsor Cinerama, has announced that a half hour has been cut from "It's a Mad, Mad, Mad, Mad World" since it opened some 14 weeks ago. . . . "PT 109" has opened at two indoor and five outdoor theatres. This is the Warner Bros. film of the wartime adventures in the South Pacific of the late President Kennedy. It was withdrawn from circulation on the day he was assassinated.

JACKSONVILLE

Charley King, AIP manager, and his staff have moved their offices from the Guaranty Life Bldg. closer to the heart of Film Row on the second floor of the Florida Theatre Bldg. King returned from several days in the Miami area, and reported that Frankie Avalon will make a series of whirlwind public appearances in the area for first-run openings of "Muscle Beach" at theatres operated by Wometco Enterprises and Smith Management Co. It is reported that John Johnson is readying an opening for a Florida first in the field of the motion picture exhibition: a 150-seat, 16-mm. theatre situated at the Miami International Airport. The airport at peak seasons has an estimated potential of 16,000 air passengers daily. . . . Spurgeon Dunn, Chattahoochee, who operates the Gibson Theatre there, presented bags of papershell pecans to his friends along Film Row during a recent booking and buying trip to the city. . . . Ollie Williamson, Warner Bros. district manager from Atlanta, came in for conferences with Carroll Ogburn, the firm's local manager, and his staff. . . . J. D. "Woody" Woodard, Warner Bros. exploiteer from Atlanta, branched out from here to attend a number of Easter first-run openings of "The Incredible Mr. Limpet" in other parts of Florida. . . . "Mr. Limpet" is scheduled for its local first-run at the suburban Edgewood . . . W. A. "Bill" McClure, Universal manager, joined Pete Rosian, company division manager from Cleveland, and Henry "Hi" Martin, New York executive, when they left here for a pre-Easter trip into the Miami area.

MEMPHIS

Arkansas spring openings included Paris Drive-In, Paris; Dixie Drive-In, Searcy; Skyvue Drive-In, Arkadelphia; Airvue Drive-In, West Helena; Glenwood Drive-In, Glenwood; and Pines Movies, Pine Bluff. Chet Hylton has closed Central, Hot Springs, Ark., and Malco Theatres closed the U-Ark, Fayetteville, Ark., from March 29 to April 4. . . . Gordon Hutchins opened 61 Drive-In, Russelville, Ark. . . . Loew's two Memphis theatres, extensively redecorated, are celebrating the circuit's 60th anniversary by showing some of the year's best movies. On June 4, the Palace goes back to Cinerama with the comedy, "It's a Mad, Mad, Mad, Mad World." . . . Howard Nicholson opened 51 Drive-In, Millington, Tenn. . . . Midway Drive-In, Camden, Tenn., reopened for full time operation. . . . Skyvue Drive-In, Jackson, Tenn., is now operating on full time schedule. . . . Memphis Better Films Council heard movie reviews and classifications at the March meeting at the Memphis Public Library auditorium. "The American Woman in the 20th Century," an hour-long documentary film showing the highlights of woman's rise in status, also was shown. . . . Memphis' Variety Club observed St. Patrick's Day with a gala party at the club's quarters. Members received a green invitation advising them to "wear green and bring some, too" and that "Bowlegs" Miller's band would play for dancing. The club's next social event will be a party with a New Orleans flavor on April 18. The Tent's Home for Convalescent Children is now termed Variety Children's Heart Institute and has many improvements. Remodeled throughout, the new facility serves as a first rate out-patient diagnostic unit. Also, the Institute and City of Memphis Hospitals have received the approval of the sub-board of pediatric cardiology of the American Board of Pediatrics for the training of physicians in the sub-specialty. Two physicians are now receiving such training. Only 41 centers in the nation have had this approval. The Institute has six modern examining rooms, a clinical laboratory, a play room, a sound proof room for recordings of the heart, a darkroom to develop tracings of the heart, and offices for three physicians. It is affiliated by contract with the University of Tennessee College of Medicine. . . . Bill Kendell, manager, Guild, in a feature article by Connie Richards, entertainment editor of the Commercial Appeal, set forth his theory for running an art house. He stated: "I treat people as I would want to be treated at a movie. Any theatre should be spotlessly clean. The lobby is important. . . . people can sit there and sip coffee, read a magazine or look at art exhibits. We make a note of where doctors sit so we can let them know immediately if they get a call. Personal service. . . . that's the whole idea." . . . Two money raising projects and a charity event headlined the March dinner meeting of the local WOMPI. Miss Jessie Rae Lucy, Malco, conducted the business session. Miss Lois Evans, Film Transit, was in charge of the collection of costume jewelry for Goodwill Industries. . . . Malco Theatres reopened Cardinal Drive-In, Mayfield, Ky., and Southern Theatre Service reopened Starlite Drive-In, Henderson, Ky. . . . L. B. Bays reopened Whitehaven Drive-In, Grenada, Miss., for week-end operations.

NEW HAVEN—HARTFORD

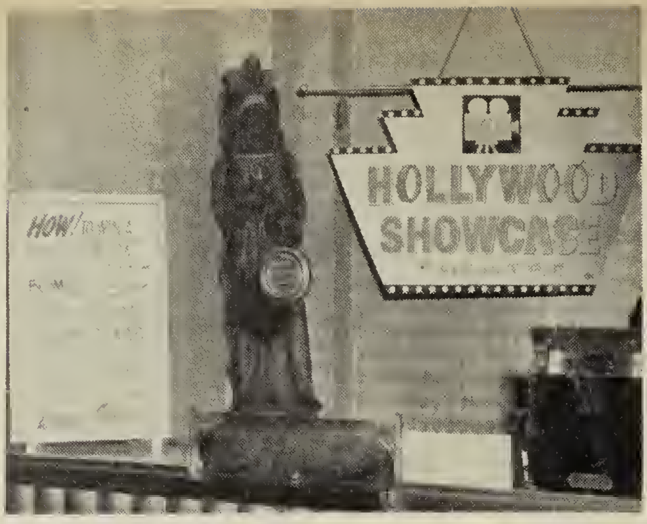
George H. Wilkinson, Jr., owner-operator of the Wilkinson Theatre, Wallingford, and MPTO of Connecticut president, has incorporated the words, "Been Out to a Movie Lately?" in his daily newspaper theatre signature cut. . . . Ed O'Neill, operator of the Bridge Drive-In, Groton, has filed Connecticut Court of Common Pleas damage suit for $10,000 against Ronald and Louise Wysowski of Clinton. O'Neill charges that the Wysowski car hit the boxoffice prior to an evening performance, the impact causing the boxoffice door to fly off its hinges and hit him in the face, pinning him against the wall. . . . Another Connecticut shopping center theatre project has been announced. The Frouge Corporation, downstate Trumbull, will incorporate a motion picture theatre in the rapidly-expanding Trumbull Shopping Park. Just what interest will operate the facility is yet to be disclosed. . . . Sol G. Atlas, president, Atlas Milford, Inc., owner-developer of the Connecticut Post Shopping Center at Milford, suburban New Haven, has signed a 21-year lease with General Drive-In Theatres of Boston to operate a 1,500-seat motion picture theatre now under construction at a cost of $750,000. An early fall opening is anticipated. . . . The Parakos Hi-Way, Bridgeport, screened Columbia's "Dr. Strangelove" for benefit of the Bridgeport Probus Club at $2.50 top. The evening's proceeds went to the mentally retarded children's campaign funds. . . . The Spodick Bros.' West End Playhouse, Bridgeport, has redecorated its lobby. . . . The Fairmount Annex, New Haven, slated an April 7 start for two new giveaways, dinnerware and glassware. . . . Jeffrey Alperin, 18-year-old son of the Alfred Alperins, Meadows Drive-In, Hartford, begins Dartmouth College studies in September. . . . The Lockwood & Gordon Cinerama, Hartford, resumed operations with Connecticut premiere of Kramer-UA's "It's a Mad, Mad, Mad, Mad World." Theatre was closed for 10 days of extensive redecorating, installation of seat covers, and new projection equipment.

NEW ORLEANS

Lawrence Woolner, executive vice-president, Woolner Pictures, Inc., and his wife are in Hollywood conferring with Bernard Woolner, the film producing company's president and head of Woolner's West Coast office. . . . Paramount held a trade screening of "Seven Days In May" at the neighborhood Bell. . . . Schaffer Film Service moved to 2327 Banks Street. . . . Donald B. Fiske is closing his Lake, Lake Prividence, La., until April 18 for repairs and refurbishing. . . . Southern Amusement Company has reopened the long closed Dixie, Lake Charles, La. . . . Ben Siegel, Pathe Contemporary Films, executive, was in connection with "Doulos, The Finger Man." . . . Milton White, retired former office manager, Exhibitors Poster Exchange, returned after visiting with his daughter and family in California, and his son and family in El Paso, Texas. . . . Clayton Gasbergue, Paramount booker, was getting around on crutches due to a sprained ankle. . . . Don Kay, head. Don Kay Enterprises, was on a business trip to New York City. He also was in Miami for three days recently. . . . Paramount also screened "The Carpetbaggers" at the neighborhood Bell with branch manager William A. Briant as host.

PHILADELPHIA

Boxoffice Attractions, Inc., Charles Beilan, manager, will move to Suite 704, Fox Theatre Building, from 1323 Vine Street, on April 1. . . . Variety Club, Tent 13, will hold "An Evening In Paris" at the clubrooms on April 4. . . . Jack Harris, who is producing another picture on the West Coast, dropped in to see his father, Benny, at American Film. . . . Joe Couture, Clark Transfer driver, was injured in an automobile accident at Runnemede, N. J., and is recuperating at West Jersey Hospital. . . . Variety Club, Tent 13, will hold its postponed luncheon in honor of its oldest active barker, Phil Harrison on April 15 in the Bergundy Room of the Bellevue-Stratford Hotel. . . . Harry Brillman, Ellis Theatres' booker, is recuperating in Rolling Hills Hospital, Elkins Park, Pa. . . . William Goldman, president William Goldman Theatres, announced that the Midtown had been selected by Walt Disney as one of the nation's showplaces that will present "Mary Poppins" in a special pre-release premiere engagement. A gala opening of the Buena Vista release is being scheduled to take place in October. . . . Independent distributor Jack Jaslow was still recuperating from illness at his home. . . . Paramount-Bronston's "The Fall Of The Roman Empire" will have an invitational showing on April 9 at the SW Stanley prior to its regular opening on reserved seat policy.



Arthur Koch, manager, RKO Keith's, White Plains, N. Y., recently proved that a "Wooden Indian" was definitely worth a prize. As part of his campaign on Warners' "4 For Texas," he asked patrons to guess the weight of the Wooden Indian in the theatre's boxoffice. The prize was a Wooden Indian nickel, worth a cotton candy cone at a local store, plus a free guest ticket.

CLARK TRANSFER INC.

829 N. 29th St.
Philadelphia, Pa. 19130
CEnter 2-3100

1638 Third St., N.E.
Washington, D. C. 20002
DUpont 7-7200

PROGRESSIVE ELECTRIC CONSTRUCTION CO. INC.
240 N. 13th ST. • PHILADELPHIA 7, PA.
Theatre Installations and Maintenance

PORTLAND

"Tom Jones," in a fifth week at the Irvington, outgrossed its initial week, advises Stan Smith. . . . "How to Succeed in Business," national touring company, played the Paramount for eight performances (March 9-14) grossed an excellent $65,135, it was reported —not comparable to that of the previous month's "Sound of Music," but satisfying. . . . Joan Baez, guitarist-vocalist whose records appeal to the young adults, was a near sell-out at the Paramount, with the screen attractions timed to permit the box office to open at 7 p.m. Miss Baez was on the stage at 8:30 p.m. . . . Nat King Cole brings his show to Portland under Paramount Stage Attractions sponsorship in mid-April. Cole, currently at the Sands in Las Vegas, goes on a northwest and coast tour that will include Vancouver, B.C., Seattle, various Oregon cities, and the Los Angeles area. . . . The Beatles, brought to The Auditorium here via National General Theatres' closed circuit telecasting network, grossed $9,400 for four performances in the 3,500-seat houses. Most in the audience were teen-agers, with the 2 p.m. Saturday and Sunday screenings most heavily attended. The Fox-Evergreen Theatres, subsidiary of NTG, did the booking.

SAN ANTONIO

Movie star John Wayne will help campaign in San Antonio and other Texas cities in April for Gordon McLendon, candidate for the nomination for Senate. McLendon is associated with Tri-State Theatres, with headquarters in Dallas, and heads his own film company. . . . Ignacio Torres, manager, Alameda, downtown Spanish language theatre operated by the Jack Cane Corp., has booked a special stage show to open on Easter Sunday, which will run for eight days. Included among the headliners is Arturo Martinez, billed as the "meanest" screen villain. There will be four stage shows daily with the screen feature being "La Novia." . . . Norman Schwartz, manager, Aztec, has booked the CinemaScope version of "How the West Was Won" to open on March 26. San Antonio has no facilities for showing Cinerama films. . . . Lynn Krueger, manager, Majestic, downtown flagship of the Interstate Theatres, was named chairman of the educational committee of LULAC Downtown Council 363, of which he is a member. . . . A "Name the Star" contest is being sponsored by the San Antonio Express in conjunction with the Interstate Theatres. Each day for five days there will appear a picture in the newspaper which readers must name. The stars are those appearing in "How the West Was Won." The winner will receive a $100 cash prize, while second prize is a six month pass for two to all local Interstate Theatres. The entry also must include a 50 word statement on why the entrant likes their favorite movie star. This will be used as a possible tie-breaker. . . . Entry blanks have been made available at the Majestic for the national contest being conducted in conjunction with Bantam Books and Paramount on "Seven Days In May." . . . Richard Vaughn, manager, downtown Texas, operated by the Cinema Arts Circuit, booked a special stage show on Saturday morning featuring "The Texas Beatles," with advanced seats selling for 75 cents, and on the day of the show 99 cents. . . . The proposed 1,000 seat theatre in the Bassett Shopping Center in El Paso, Tex., will not be built by a western theatre circuit. They have dropped the idea after months of research and on the spot checks, due to the moving out of the area of a number of businesses. . . . R. Q. Coleman has reopened the Matex, Mabank, Tex., following appeals by citizens of the town and merchants. The theatre was closed due to poor attendance and remained closed for about two years. The Matex is the only theatre in the town and will remain open as long as attendance is good. Coleman urged the townspeople and merchants to keep the theatre open by regular patronage.

SEATTLE

Carl Handsaker, 20th-Fox branch manager, was in Portland. . . . Cathy Slade has been installed as the new booker in the Portland office, where she is returning after having been in Los Angeles as a booker for United Artists. . . . Gordon Wallinger, Allied Artists branch manager, was in Portland. . . . Bill Voss, formerly with MGM in Seattle and now Metro office and division manager in L.A., escaped by only a block of having his Glendale home burned in the recent canyon fire. . . . "Muscle Beach Party" opened at the Paramount, accompanied by a heavy publicity campaign handled by Dorothy Matin for American International Pictures and Favorite Films. . . . "The King of Kings," Cecil B. DeMille's original silent film classic produced in 1927, was shown at the Granada Organ Loft Club, a non-profit organization located in the former Granada Theatre. Admission, including tax, was $1.00 for adults and 35 cents for children under 12. . . . Howard McGhee was in from Kennewick booking and buying, accompanied by Pete Penangos, booker of Alliance Theatres Circuit, Chicago. . . . Jim Whittaker, Seattle mountain climber, has co-starred with former President Dwight D. Eisenhower in an inspirational film prepared for the nation's schools and youth groups.

REVIEWS

The famous pink paper SAVEABLE SECTION in which Experienced Trade Analysts evaluate coming product

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 26 year old service is both numerically more complete, and informatively more candid, than any similar trade analysis. Cumulatively numbered by film seasons (September to September). It is recommended that readers consecutively save all REVIEWS section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

Combined the every second week, yellow paper SERVISECTION indexes to the past 12 months' product, and the alternating every second week pink paper REVIEWS, represent a unique informative service to theatremen.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.

SECTION TWO
Vol. 71 No. 12

APRIL 1, 1964

AMERICAN-INT.

Muscle Beach Party

COMEDY WITH MUSIC
94M.

American International
(Panavision)
(Color)

ESTIMATE: Teeners may think this a cute novelty.

CAST: Frankie Avalon, Annette Funicello, Luciana Paluzzi, John Ashley, Don Rickles, Peter Turgeon, Jody McCrea, Dick Dale, Candy Johnson, Stevie Wonder, Morey Amsterdam, Buddy Hackett, Peter Lupus, Delores Wells, Donna Loren, Valora Noland, Alberta Nelson, Amedee Chabot. Produced by James H. Nicholson and Robert Dillon; executive producer, Samuel Z. Arkoff; directed by William Asher.

STORY: Frankie Avalon and Annette Funicello are surfing and beach enthusiasts as well as sweethearts, but Avalon prefers not getting serious about their future. He just takes life and the surf as it comes. They and their fellow sportsters are annoyed when Don Rickles opens a gym next to their hangout on the beach. Rickles puts a group of musclemen headed by Peter Lupus, Jr., through their paces. Off shore is a yacht owned by extremely wealthy Luciana Paluzzi, and also aboard are her business manager, Buddy Hackett, and her attorney, Peter Turgeon. She is seeking to make Lupus one of her long string of boy friends. She lands her helicopter, and Hackett ties up the musclemen in a contract. Paluzzi forgets Lupus when she sees Avalon and hears him sing. She makes a play for him, angering Funicello. There is a showdown at a cooky night spot owned by Morey Amsterdam after Hackett tells Avalon about Paluzzi and her other boy friends. Avalon goes back to Funicello. A battle between the musclemen and the kids is stopped by mysterious benefactor of the musclemen, Peter Lorre. At the end, Avalon decides to marry Funicello while Paluzzi sees she is better off with the man closest to her, Hackett.

X-RAY: Adults are going to find some of this hard to believe, but teeners should work up enthusiasm over their kindred souls to be found on the beach, at parties, and riding the surf. The story is lightweight nonsense; the acting is passable; and the direction and production are okay. It's all in fun and if not taken seriously, it's harmless. It could prove quite pleasing boxofficewise. The screenplay is by Robert Dillon based on a story by Dillon and William Asher. The use of color is welcome.

AD LINES: "Fun And Romance On The Surfin' Beach"; "They'll Flip When They Join This Swingin' Party."

Complete back seasons of these pink reviews sections are available to subscribing theatres at $1.30 per set.

COLUMBIA

The Crimson Blade

MELODRAMA
83M.

Columbia
(Color)
(Hammerscope)
(English-made)

ESTIMATE: Fair import.

CAST: Lionel Jeffries, Oliver Reed, Jack Hedley, June Thorburn, Michael Ripper, Harold Goldblatt, Duncan Lamont, Clifford Elkin, Suzan Farmer, John Harvey. Produced by Anthony Nelson Keys; directed by John Gilling.

STORY: In 17th century England, civil war divided the country with the powerful Oliver Cromwell setting himself up as dictator as King Charles the First went into hiding. A troop of Cromwell's soldiers comes looking for Charles in a small village, led by ruthless colonel Lionel Jeffries, who takes over the local lord's castle after killing him for being in league with the hidden king. His daughter, June Thorburn, whose sympathies lie with the king, comes to join him. She learns that the dead noble's eldest son, Jack Hedley, is the leader of the underground opposition, and she joins him in helping the refugees from Cromwell. She has also enlisted the aid of her father's assistant, Captain Oliver Reed, who helps because he loves her. When she spurns him, he gives her away to Jeffries and threatens to tell everyone, so Jeffries shoots him. Hedley is captured, but Thorburn helps him escape. They take refuge in a gypsy camp. Jeffries, shaken by his daughter's stand, comes looking for them, recognizes them, but leaves them undisturbed.

X-RAY: This tale goes around and around and seems to go nowhere in a hurry although people are jumping, fighting, and looking determined all over the place. The acting is fair, as are the direction and production. Despite its length, no one will be too upset when this winds up on the lower half of the program. John Gilling wrote the original story and screenplay.

AD LINES: "High Adventure And Romance In The Forests Of England"; "A Thrilling Tale Of Adventure And Intrigue."

EMBASSY

Yesterday, Today And Tomorrow

COMPILATION
119M.

Embassy
(Italian-made)
(Color)
(English titles)

ESTIMATE: Entertaining import.

CAST: Part I "Adelina" (Naples)—Sophia Loren, Marcello Mastroianni, Aldo Giuffre, Agostino Salvietti, Lino Mattera. Part II "Anna" (Milan)—Sophia Loren, Marcello Mastroianni, Armando Trovajoli. Part III "Mara" (Rome)— Sophia Loren, Marcello Mastroianni, Tina Pica, Giovanni Ridolfi, Gennaro DiGregorio. Produced by Carlo Ponti; directed by Vittorio De Sica.

STORY: Part I—In a district in Naples, the police come to arrest Sophia Loren for selling black market cigarettes while her husband, Marcello Mastroianni, is out of a job. However, the Italian law says that a pregnant woman cannot be imprisoned until six months after the birth of her child. To keep her out of jail, they conceive one child after another until Mastroianni is overstrained and physically exhausted. When there is a lapse between pregnancies, she is finally clapped into jail. Money is raised by friends and neighbors to pay the fine, while enough pressure in the press causes the President to give her a pardon. Life resumes on a better note, with Mastroianni employed. Part II—Sophia Loren is the elegant wife of a wealthy industrialist. She is having a tryst with struggling writer Marcello Mastroianni, and she allows him to drive her expensive car as they go riding in the country. He damages a fender and is shocked at her reaction. As they are stuck on the side of the road, a wealthy man comes along in a luxurious car, and she doesn't hesitate to accept a lift from him, telling Mastroianni to watch her car until a mechanic comes. He realizes he is well rid of her. Part III—Sophia Loren is an expensive call girl, who only entertains the men she likes. Next door lives an elderly couple, who are visited by a grandson, Giovanni Ridolfi, a seminary student. He becomes infatuated with her and wants to give up his religious studies. Mastroianni, one of her admirers, arrives for some romance and lands right in the middle of the situation, which sees the grandmother begging Loren to convince the grandson to return to his seminary. She is eventually successful, but Mastroianni will have to wait for his pleasure because she took a vow for a week of chastity if the boy goes back.

X-RAY: Sophia Loren and Marcello Mastroianni make a potent team as they go through three love stories with varying degrees of passion. The first is amusing, interesting, and a bit on the long side. The second is more or less of a waste, but the third offers amusement as well as some sexy views of Loren. Lumped together, they are entertaining and should give a good account of themselves at art and other boxoffices when the import is dubbed. The use of color is an asset, and it's well produced and efficiently directed. Part I was written by Eduardo De Filippo and Isabella Quarantotti. Part II was written by Cesare Zavattini and Billa Billa from a story by Alberto Moravia. Part III was written by Cesare Zavattini.

AD LINES: "There's Never Been Anything Like Sophia Loren And Marcello Mastroianni In Love"; "The Hottest New Romantic Team In A Trio Of Love Stories That Are Unusual."

MGM

Advance To The Rear

COMEDY
97M.

MGM
(Panavision)

ESTIMATE: Good cast sparks chucklesome service comedy.

CAST: Glenn Ford, Stella Stevens, Melvyn Douglas, Jim Backus, Joan Blondell, Andrew Prine, Jesse Pearson, Alan Hale, James Griffith, Whit Bissel, Michael Pate. Produced by Ted Richmond; directed by George Marshall.

STORY: Union Army Colonel Melvyn Douglas is fighting a wonderfully safe war. Each morning, he fires a few rounds at the Rebels and they reciprocate, and no one is hurt. Ordered into battle, Douglas is embarrassed as his horse bolts. His entire company follows him in headlong flight. A court martial realizes that these misfits must be put away where they can't ruin the Union's chances so they are transferred to Indian territory to man an isolated outpost. Lientenant Glenn Ford, sanest of the nutty troop, is constantly frustrated by Douglas' stupidity. They journey west by riverboat, and are joined by a group of ladies of ill repute led by Joan Blondell. Among them is Stella Stevens. in reality a Confederate spy out to learn what the strange troop is up to. Someone at Union headquarters has forgotten that this bunch of misfits will be responsible for guarding a vital gold shipment. Ford knows Stevens is a spy, but romance blossoms anyway. The men, none of whom can ride horses, undertake the journey with the gold, but are no match for a band of renegades that steal their horses, their pants, and their gold. Ford and Douglas orgasize a counterattack utilizing the zany talents of their men, and victory is theirs. Ford and Stevens will now join forces.

X-RAYS: This service comedy plays everything for laughs, and a good cast manages to get plenty of chuckles in the process. This is the kind of war in which nobody dies, and the wild battle strategy keeps things merry most of the way. There are a few barren stretches where a joke fails to come off, but all in all, it is pleasant entertainment and should fit neatly into the program. Douglas' stupid Colonel is a comedy standout, and it is pleasant to have Joan Blondell back. General audience situations will be satisfied, and if summer is truly the time for lightweight entertainment, then this will fill the bill. The Christy Minstrels sing a zippy song over the titles, Production and direction are satisfactory. Screenplay by Samuel A. Peeples and William Bowers.

TIP ON BIDDING: Fair program rates.

AD LINES: "It May Not Be History . . . But It Sure Is Fun"; "The Wildest Battle Ever Fought . . . The Funniest Story Ever Told."

Night Must Fall

DRAMA
105M.

MGM
(English-made)

ESTIMATE: Well-made drama.

CAST: Albert Finney, Susan Hampshire, Mona Washbourne, Shelia Hancock, Michael Medwin. Executive producer, Lawrence P. Bachman; produced by Karel Reisz and Albert Finney; directed by Karel Reisz.

STORY: Albert Finney has a way with people, but every so often he becomes mentally unbalanced. During one such session, he kills a woman, beheads her, and throws her body in a lake. After he has made maid Sheila Hancock pregnant, her employer, lonely invalid Mona Washbourne, sends for him to discuss what is to be done. He readily agrees that marriage should be the outcome and charms her so that she asks him to act as handyman. Her daughter, Susan Hampshire, sees through him but is fascinated by his rough charm. He becomes a son to the mother and a lover to the daughter, while the maid becomes suspicious about his attentions to the daughter. The police hunt for his earlier victim in the nearby woods and eventually discover her body. Finney argues with the old woman over a trifle, and kills her with a knife. The daughter comes home, finds the body while he is taking a bath, and summons the police. While waiting for them, he loses his mind completely and becomes a retreating mass of quivering humanity.

X-RAY: Suspense and macabre charm will intrigue audiences, who will follow the demented Finney's action from start to finish with a repelling and compelling fascination. All in the cast are fine, but of course Finney really stands out with a masterful assignment. The direction and production are superior providing an expert drama of horror that will satisfy audiences who go for this grim type of entertainment. The screenplay is by Clive Exton based on the play by Emlyn Williams.

AD LINES: "A Macabre Thriller That Will Not Be Soon Forgotten"; "Suspense And Murder Are The Accomplishments Of An Unusual Killer."

Tamahine

COMEDY
85M.

MGM
(Seven Arts)
(CinemaScope)
(Eastman Color)
(English-made)

ESTIMATE: Pleasant romantic comedy for program.

CAST: Nancy Kwan, John Fraser, Dennis Price, Coral Browne, Justine Lord, Dick Bentley. Derek Nimmo, Michael Gough, Allan Cuthbertson, Noel Hood, Derek Fowlds, Robin Stewart, Viola Keats, Howard Marion Crawford, Lally Bowers, Max Kirby, Joan Benham, William Mervyn, Ian Fleming, Barbara Cavan, Bee Duffell. Produced by John Bryan; directed by Philip Leacock.

STORY: An anthropologist who had found happiness on a tropical Pacific isle dies. His will requests that his one legitimate daughter, Nancy Kwan, spend some time in England, so she goes there to join her uncle, Dennis Price, headmaster of a boys' public school. She creates quite a stir. Her simple direct island ways don't mesh very well with English protocol, but this doesn't stop Price's son, John Fraser, from falling in love with her. Derek Nimmo, who has been courting Justine Lord, divorced daughter of Price, also falls under Kwan's spell. Kwan makes an utter shambles of the school sports' day, winning all the races. The parents are aghast, but Price realizes that her honesty and simplicity are the right way to face the world. Kwan accepts Fraser's proposal of marriage. A few years pass, and Fraser is head master of the school, with Kwan his quite proper and adoring wife. On a Pacific isle, reveling in sunshine and sloth, and fathering a family of illegitimate youngsters is Price.

X-RAYS: There may be some who will question the morality of this simple story, which seems to say that our idea of civilization leaves much to be desired. There is a good deal to be said for the simple, carefree island attitude typified by a delightful and lovely Nancy Kwan. All philosophical questions to the side, however, this shapes up as a pleasant romantic comedy which ambles its way to some good laughs and happy situations. Along the way, the eye is treated to some lovely color photography. It should satisfy on the program in most situations. It is good humored, happy entertainment, and who can knock that. Production is fine, and direction satisfactory. Written for the screen by Denis Cannan.

TIP ON BIDDING: Fair program rates.

AD LINES: "This Island Beauty Set A Boys' School On Its Ear . . . She Majored In The Subjects They Whispered About"; "Every Boys' School Could Use A Tamahine . . . Then Noone Would Miss A Class."

PARAMOUNT

The Fall Of The Roman Empire

DRAMA
180M plus inter.

Paramount
(Technicolor)
(Ultra-Panavision)
(Filmed in Spain)

ESTIMATE: Overwhelming entry rates high among epics.

CAST: Sophia Loren, Stephen Boyd, Alec Guinness, James Mason, Christopher Plummer, Anthony Quayle, John Ireland, Mel Ferrer, Omar Sharif, Eric Porter, Douglas Wilmer, Peter Damon, Andrew Keir, George Murcell, Lena Von Martens, Guy Rolfe, Finlay Currie. Produced by Samuel Bronston; directed by Anthony Mann; executive associate producer, Michael Waszynski; associate producer, Jaime Prades.

STORY: 180 years after the birth of Christ, the Roman Empire is at the height of its glory under the guidance of Emperor Alec Guinness as Marcus Aurelius. In failing health, he summons all the leaders of the Empire and urges their support in the years ahead. Only two areas, the northern forests ruled by the Barbarians under John Ireland, and Persia remain unconquered. Among those summoned are military tribune Stephen Boyd, whom Guinness has raised as a son and who has done well on the battlefield. Guinness informs him that he prefers him to succeed him when he dies instead of his son, Christopher Plummer, who has failed in his responsibilities as Guinness' son. The occasion marks the reunion between Guiness' daughter, Sophia Loren, and Boyd, and it's obvious that they are in love. Plummer arrives, and in his party is aging warrior Anthony Quayle. Guinness arranges for Loren to marry King Omar Sharif, which would bring the eastern countries closer to the Empire, and she reluctantly agrees. Plummer arranges for blind Mel Ferrer to skillfully poison Guinness before he can publicly declare Boyd his heir. After Guinness dies, there is no proof of his intent, and Boyd himself declares Plummer the new Emperor and pledges the support of himself and his troops. Plummer names him second in command. Greek philosopher James Mason is able to aid Boyd with advice, and when Ireland and his men are captured, he is able to help win them over. Boyd goes before the Senate to urge citizenship for the Barbarians, and the Senate upholds him after a plea by Mason. Furious, Plummer orders Boyd to the northern armies. The Empire begins to crumble as rumblings are heard about oppression, high taxes, and little food,, and Plummer asks Boyd to quiet the troublesome east. He finds that Loren has joined the rebelling armies and officers, and she urges Boyd to come over as well, but he refuses. He wins out and heads back to Rome with Loren. Plummer sends word to him, asking him to share the throne, but Boyd refuses, horrified by the killings and cruelty of Plummer. Instead, he indicates that a new Rome is in order or a new Emperor. Plummer orders that gold be used to corrupt Boyd's troops as they come outside Rome and also to have the peaceful Barbarians killed. Mason, living with them, also dies. Boyd enters Rome alone but can't get Plummer or the Senate to listen to him. His troops, meanwhile, are offered large sums of gold. Loren tries to reach Plummer to kill him but finds Quayle waiting, It is admitted that Plummer is his son and not Guinness'. Plummer, overhearing, screams a denial and kills Quayle. Boyd is seized and chained in the square for burning, as is Loren. Later, Plummer decides to battle Boyd, with the winner to take all. Plummer is killed and Boyd frees Loren. Spurning the throne, they go off together.

X-Ray: Big and impressive is this tale of the crumbling of the Roman Empire. It's also overlong and static in some areas, proving that bigness is not always greatness. On the plus side, there are thousands of participants, tremendous settings, gorgeous color, stunning pageantry, an appreciable amount of action, drama, and of course, the aforementioned cast, which is heavy in audience attraction. On the other hand, the film's length for the story involved is a deterrent to total enjoyment despite the panorama. The acting is quite good, and the direction is forthright and capable. Production values are superior, and battle scenes exciting and well done. A strong campaign can convince the public that this is the version of the fall of Rome that they should see. The original screenplay is by Ben Barzman, Basilio Franchina, and Philip Yordan. Incidentally, the use of Technicolor provides a fine cloak for the proceedings. Also there to be sold is a chariot race that rivals "Ben-Hur."

Ad Lines: "The Drama And Magnificence That Was Rome In A Never-To-Be-Forgotten Spectacle"; "A Mighty Adventure Epic And A Thrilling Human Drama."

20th-FOX

Surf Party

Drama with Music
68M.

20th-Fox

Estimate: Programmer has some teen appeal.

Cast: Bobby Vinton, Patricia Morrow, Jackie DeShannon, Kenny Miller, Lory Patrick, Richard Crane, Martha Stewart, Jerry Summers, The Astronauts, The Routers. Produced and directed by Maury Dexter.

Story: Three gals come to the California coastline for a vacation in the Malibu area because the brother of Patricia Morrow, Jerry Summers, lives near there. They park their trailer and meet Bobby Vinton, surf shop operator, who teaches them the fundamentals of skiing while trying to keep some of the rougher element in line. The police frown on the activities of Summers, a beach bum who lives off women he teaches to snow ski in the winter. Lory Patrick, one of the threesome, falls for Summers, and the third, Jackie De Shannon, goes for Kenny Miller, who tries to be one of the boys by making a dangerous run between pilings of a pier and breaks his shoulder. Summers gives a party, but this is broken up when the woman owner of the place returns unexpectedly and sends him packing. By this time, the holiday is over, and the girls head for home, each with a different memory, while Summers heads for another place—merely drifting.

X-Ray: Teeners may get something out of the surf riding and the twisting to typical tunes. Otherwise, the story is lightweight fluff; the acting is fair; and the direction and production are average. It can go as filler on the program or with another teen entry for an all-teen show. Harry Spalding wrote the screenplay. There are nine tunes to be found here.

Ad Lines: "Bobby Vinton And A Group Of Teens Really Swing At A 'Surf Party'."

What A Way To Go

Comedy
111M.

20th-Fox
(CinemaScope)
(Color by DeLuxe)

Estimate: Fun-filled entry is headed for better returns.

Cast: Shirley MacLaine, Paul Newman, Robert Mitchum, Dean Martin, Gene Kelly, Bob Cummings, Dick Van Dyke, Reginald Gardiner, Margaret Dumont, Lou Nova, Fifi D'Orsay, Maurice Marsac, Wally Vernon, Jane Wald, Lenny Kent. Produced by Arthur P. Jacobs; directed by J. Lee Thompson.

Story: Shirley MacLaine as a young girl is urged by her mother to marry wealthy Dean Martin, who owns most of the town in which they live. She doesn't care for him, and instead marries Dick Van Dyke, who owns a small, rundown hardware store, which he only opens when he feels like it. They are very happy until Van Dyke is needled by Martin about the poverty in which they live. Van Dyke goes all out, making a success of the shop, taking over Martin's interests, and dying from overwork. Widow MacLaine is wealthy but lonely. She travels to Paris where she meets American artist Paul Newman, who has gone French. They are married and live the simple life until his paintings catch on and he is a wealthy success, who works day and night to turn out expensive canvasses. Death takes him, too. In an effort to get away, she misses her plane to New York, but wealthy tycoon Robert Mitchum offers her a lift. They are married soon after. She lives a lush life, and though he neglects his business, he triples his fortune. She persuades him to retire to a simple farm where he mistakenly attempts to milk a bull and is kicked to death. At a roadside eatery, she meets Gene Kelly, who entertains as a clown in his own place, and the patrons tolerate him. One night after they are wed, she suggests that he go on without make-up, and he is a hit. It's a short trip to Hollywood and fantastic success. He is crushed to death when his adoring fans riot. Fabulously wealthy, she decides to give all her money to the government, and she is sent to psychiatrist Robert Cummins. He proposes at the end of her tale, but she rejects him. Instead, the janitor comes in and it turns out to be Dean Martin. They are married, live on a farm, have children, and all is right this time.

X-Ray: Lushly mounted is this comedy, to the point where costumes and sets evokes ahs and oohs from audiences. Of course, the use of color pays off in getting the reaction across. The story is strictly for fun, and this is provided in generous measure—as a matter of fact, there is so much of it at times that a bit of quickening wouldn't have hurt. The gags are funny for the most part; the acting is competent; the production numbers are fabulous; and the direction is good. It could turn out to be a real heavyweight at the boxoffice, with the "name" laden cast, of course, providing much of the want-to-go impetus. The screenplay is by Betty Comden and Adolph Green, based on a story by Gwen Davis.

Ad Lines: "Everything She Touched Turned To Gold"; "Six Husbands—What A Way To Go."

UNITED ARTISTS

The Best Man

Drama
102M.

United Artists
(Miller-Turman)

Estimate: Good drama on men and women in politics.

Cast: Henry Fonda, Cliff Robertson, Edie Adams, Margaret Leighton, Shelley Berman, Lee Tracy, Ann Sothern, Gene Raymond, Kevin McCarthy, Mahalia Jackson, Howard K. Smith, John Henry Faulk, Richard Arlen, Penny Singleton, George Kirgo. Produced by Stuart Millar and Lawrence Turman; directed by Franklin Schaffner.

Story: Two contenders for the presidential nomination of a leading political party are Henry Fonda, a former Secretary of State, and Cliff Robertson, an anti-Communistic Senator. Each vies for the support of former president Lee Tracy. Margaret Leighton is Fonda's wife, who has been a bit estranged from him but reconciles for the campaign, while Edie Adams as Robertson's wife does all she can to help him. Robertson digs up the fact that Fonda was once treated by a psychiatrist, which hurts a bit. Fonda's assistants find a man who served with Robertson in the Army, and Robertson is accused of being a homosexual. Robertson denies the charges of Shelley Berman, but Fonda is unsure whether he should make the charge public or not. Tracy wants to support Robertson, but the latter becomes offensive, and the ill Tracy throws his support to Fonda. On the floor, as Fonda loses ground and votes, he decides it's against his nature to make the charges against Robertson public. To make sure that Robertson doesn't get the nomination, he throws his votes to a compromise candidate. Leighton approves, and relations between the pair look bright for the future.

X-Ray: Here is a tension-packed drama that is particularly timely at this time, what with the national political conventions in the offing. Suspense runs throughout the unfolding, and audience interest is held on high throughout. The story moves in fine fashion, and the story is of sterling calibre. Direction and production values deserve many kudos. Audiences have something they can dig their teeth into here, and the reaction should be good. The film is based on the successful play by Gore Vidal.

Ad Lines: "The Story Behind Political Conventions And The Candidates."

UNIVERSAL

The Chalk Garden

Drama
106M.

Universal
(Filmed in Britain)
(Technicolor)

Estimate: Fine drama.

Cast: Deborah Kerr, Hayley Mills, John Mills, Edith Evans, Felix Aylmer, Elizabeth Sellars, Lally Bowers, Toke Townley, Tonie MacMillan. Produced by Ross Hunter; directed by Ronald Neame.

Story: Deborah Kerr arrives at an impressive house standing on the chalk cliffs of southern England to apply for a job as governess to 16-year-old Hayley Mills, granddaughter to Dame Edith Evans. Butler and man-about-the house John Mills likes her, and she doesn't flinch after meeting the girl who tries to scare her off. Evans also does not frighten her. She can offer no references, but she gets the job and finds out that Evans can't forgive her daughter, Elizabeth Sellars, for divorcing her first husband and marrying again for love. She refuses to consider giving up Hayley Mills to her and convinces the girl that she was abandoned and unloved. The girl is affected in a variety of ways, and Kerr tries to overcome her need for love but is met with rebuffs. Sellars is sent packing when she does come for a visit, but she threatens to come back with a court order. Evans seeks some advice from a friend, judge Felix Aylmer, whose visit disturbs Kerr. It turns out that she was up before him for murder and served some time in jail. Kerr wanted to save Mills from a fate similar to hers since she was acting the same way. She gets through to the girl and convinces her to go with her mother. Evans is left alone with John Mills, and she asks Kerr to remain on and help her.

X-Ray: This is a fine drama that will appeal to many in the audience, and it will have a tearful bit of extra appeal to women. The story holds interest on high throughout because of the expertness of script, cast, direction, and production. It was a hit as a play, and it should be an even bigger success on the screen with the actual chalk cliffs of England adding extra attractiveness. Drama, warmth, mystery have been mixed, and what emerges is noteworthy entertainment bathed in a wondrous Technicolor glow. The absorbing screenplay is by John Michael Hayes, based on the play by Enid Bagnold.

Ad Lines: "A Hit Play Becomes An Even Greater Motion Picture."

ALPHABETICAL GUIDE TO 206 Features Reviewed

This index covers features reviewed thus far during the 1963-64 season in addition to features of the 1962-63 season, reviewed after the issue of Aug. 21, 1963.—Ed.

A

Act One—110m.—WB	5119
Advance To The Rear—97m.—MGM	5150
All Of Me—73m.—Misc.	5122
All The Way Home—103m.—Para.	5095
Alone Against Rome—100m.—For.	5135
America America—174m.—WB	5121
And Suddenly it's Murder—90m.—Far.	5135
Any Number Can Win—111m.—MGM	5102
Aatom Age Vampire—87m.—For.	5123

B

Bandits On The Wind—113m.—For.	5135
Battle Of The Worlds—84m.—Misc.	5119
Beauty And The Body—70m.—Misc.	5134
Becket—148m.—Par.	5146
Best Man, The—102m.—UA	5151
Best of Cinerama, The—142m.—Misc.	5122
Billy Liar—96m.—For.	5123
Beauty And The Beast—77m.UA	5095
Bell, Bare and Beautiful—64m.—Misc.	5106
Brass Bottle, The—89m.—U.	5133
Break, The—80m.—For.	5135
Bunny Yeager's Nude Las Vegas—64m.—Misc.	5134

C

Captain Newman, M.D.—126m.—U	5103
Cardinal, The—175m.—Col.	5101
Castillian, The—103m.—WB	5099
Ceremony, The—105m.—UA	5118
Chalk Garden, The—106m.—U	5151
Charade—114m.U.	5095
Chushingura—105m.—For.	5106
Children Of The Damned—90m.—MGM	5126
Clown And The Kid, The—66m.—UA.	5091
Comedy Of Terrors, The—86m.—A-I	5117
Commando—98m.—A-I	5145
Condemned Of Altona, The—114m.—Fox	5090
Conjugal Bed, The—87m.—Emb.	5094
Court Martial—82m.—UA	5098
Crawling Hand, The—89m.—Misc.	5134
Creation Of The Humanoids, The—75m.—Misc.	5099
Crimsan Blade, The—83m.—Col.	5149
Cry Double Cross—65m.—For.	5123
Cry Of Battle—99m.—UA	5097

D

Dark Purpose—97m.—U	5130
Daughter Of The Sun God—75m.—Misc.	5103
Day And The Hour, The—115m.—MGM	5141
Dead Ringer—115m.—WB	5131
Dementia 13—81m.—A-I.	5133
Devil-Ship Pirates—86m.—Col.	5145
Die Fliedermaus—107m.—For.	5138
Doll, The—100m.—For.	5138
Dream Maker, The—87m.—U	5131
Dr. Crippen—98m.—WB.	5133
Dr. Strangelave: Or Haw I Learned To Stop Worrying And Lave The Bomb—93m. Col.	5129

E

Easy Life, The—105m.—Emb.	5121
Ensign Pulver—104m.—WB	5143
Erik The Conqueror—81m.—A-I	5113
Eyes Of Annie Jones, The—73m.—Fox	5146

F

Fall Of The Roman Empire, The—180m.—Par.	5150
Family Diary—114m.—MGM	5113
Fantasia—117m.—BV—RE.	5097
Farewell To Arms, A—Re.—123m.—Fox	5090
Fiances, The—84m.—For.	5138
Flight From Ashiya—100m.—UA	5147
Fire Within, The—110m.—For.	5138
4 For Texas—124m.—WB	5122
French Game, The—86m.—For.	5103
From Russia With Love—118m.—UA	5142
Fun In Acapulco—100m.—Par.	5109
Fury At Smugglers Bay—92m.—Emb.	5117

G

Giant Of Metropolis, The—92m.—For.	5123
Glass Cage, The—84m.—Misc.	5134
Global Affair, A—84m.—MGM	5129
Gone Are the Days—97m.—Misc.	5106
Guest, The—105m.—For.	5138
Gun Hawk, The—92m.—AA	5097
Gunfight At Comanche Creek—90m.—AA	5113

H

Haunted Palace, The—85m.—A.I	5089
Heavenly Bodies—60m.—Misc.	5092
He Rides Tall—84m.—U	5142
Hide And Seek—90m.—U.	5133
High And Low—142m.—For.	5139
Hootenanny Hoot—91m.—MGM	5089
Hot Money Girl—81m.—Far.	5103
Householder, The—100m.—For.	5103

I

Incredible Mr. Limpet, The—99m.—WB	5131
Incredible Journey—80m.—BV	5101
in The French Style—105m.—Col.	5093
Invincible Gladiator, The—96m.—For.	5123
Invitation To Murder—65m.—For.	5127
It's A Mad, Mad, Mad, Mad World—167m. —UA—Cinerama	5109

J

Jahnny Cool—101m.—UA	5091
Julie, The Redhead—100m.—For.	5106

K

Kings Of The Sun—108m.—UA	5118
Knife In The Water—95m.—Far.	5127
Kissin' Cousins—96m.—MGM	5141

L

La Bonne Soupe—97m.—For.	5147
Ladies Who Do—85m.—For.	5123
Ladybug, Ladybug—84m.—UA	5119
La Poupee—90m.—For	5096
Lassie's Great Adventure—103m.—Fox	5147
Law Of The Lawless—87m.—Par.	5146
Lord Of The Files—90m.—Far	5092
Love On A Pillow—102m.—Col.	5125
Love With The Proper Stranger—100m.—Par.	5118

M

Madmen Of Mandoras—74m.—Misc.	5126
Mail Order Bride—85m.—MGM	5126
Man From Galveston, The—57m.—WB	5126
Man In The Middle—94m.—Fox	5121
Man's Favorite Spart?—120m.—U	5126
Maniac—86m.—Col.	5101
Mary, Mary—126m.—WB	5091
Mc Lintock—127m.—UA	5112
Misadventures Of Merlin Jones, The—88m.—BV	5125
Moderata Contabile—95m.—Far	5127
My Life To Live—85m.—For	5100
Mill Of The Stone Women—94.—For.	5104
Monstrosity—67m.—Misc.	5099
Move Over Darling—103m.—Fox	5115
Muriel—115m.—For.	5106
Muscle Beach Party—94m.—A-I	5149
My Son, The Hero—111m.—UA	5095
My Son The Vampire—72m.—For.	5120

N

Naked Autumn—98m.—For.	5115
New Kind Of Love. A—110m. Par.	5090
Night Must Fall—105m.—MGM	5150

O

Of Love And Desire—97m.—Fox	5090
Old Dark House, The—86m.—Col.	5102
One Man's Way—105m.—UA	5130
1000 Shapes Of A Female—79m.—Misc.	5122

P

Pair of Briefs, A—90m.—For.	5106
Palm Springs Weekend—100m.—WB	5105
Paris Pick-up—90m.—Par.	5114
Paris When It Sizzles—110m.—Par.	5146
Pink Panther, The—113m.—UA	5130
Pirate And The Slave Girl—86m.—For.	5115
Playgirls international—70m.—Misc.	5115
Please, Not Now!—76m.—For.	5115
Point Of Order—97m.—Misc.	5131
Prize, The—135m.—MGM	5114
Promises! Promises!—75m.—Misc.	5096
Pyro—99m.—A-I	5113
Psychamania—90m.—Misc.	5134

R

Raiders,The—75m.—U.	5119
Reach For Glory—89m.—Col.	5093
Resurrection—148m.—For.	5107
Running Man, The—103m.—Col.	5094

S

Seven Days In May—120m.—Par.	5129
Seven Faces Of Dr. Lao—100m.—MGM	5141
Seventh Juror, The—90m.—Far.	5139
Shock Treatment—94m.—Fax	5142
Siege Of The Saxons—85m.—Col.	5089
Silence, The—95m.—For.	5139
Skydivers, The—75m.—Misc.	5127
Slime People, The—60m.—Misc.	5134
Small World Of Sammy Lee, The—105m.—For	5092
Soldier In The Rain—88m.—AA	5109
Son Of Captain Blood—88m.—Par.	5114
Sound Of Laughter, The—75m.—Misc.	5122
Sound of Trumpets, The—90m.—For.	5107
South Pacific—151m.—Fox—RE	5142
Square Of Violence—96m.—MGM	5098
Steppe, The—100m.—For.	5107
Stark Fear—86m.—Misc.	5134
Stolen Hours—100m.—UA	5098
Suitor, The—83m.—For.	5107
Summer Holiday—100m.—A-I	5105
Sunday In New York—105m.—MGM	5117
Sunswept—65m.—For.	5120
Surf Party—68m.—Fax	5151
Strait-Jacket—89m.—Col.	5121
Swingin' Maiden, The—81m.—Col.	5125
Sword in The Stane, The—75m.—BV	5097

T

Take Her, She's Mine—98m.—Fax	5102
Tamahine—85m.—MGM	5150
Terrified—70m.—Misc.	5119
Terrar, The—81m.—A-I	5093
Three Lives Of Thomasina, The—97m.—BV	5117
Third Of A Man—80m.UA	5091
3 Stooges Go Around The World In A Daze, The—94m.—Col.	5089
Therese—107m.—For.	5127
Thunder island—65m.—Fox	5098
Tiara Tahiti—100m.—Far.	5116
Tiger Walks, A—91m.—BV	5145
To Bed—Or Not To Bed—103m.—For.	5127
Tom Jones—113m.—UA	5100
Tarpeda Bay—95m.—A-I	5145
Touch Of Hell, A—87m.—For.	5143
20,000 Leagues Under The Sea—127m.—BV—RE	5098
Twice Tald Tales—119m.—UA	5099
Twilight Of Honor—104m.—MGM	5094
Two Are Guilty—131m.—MGM	5142
Twa Nights With Cleapatra—80m.—For.	5107

U

Under The Yum Yum Tree—110m.—Col.	5098

V

Victors, The—153m.—Col.	5105

W

Wacky Playbay, The—63m.—Misc.	5135
War Is Hell—81m.—AA	5125
Wor Of The Buttons, The—92m.—For.	5124
Walleyed Nippon—90m.—For.	5104
What A Way To Go—111m.—Fox	5151
Wheeler Dealers, The—106m.—MGM	5094
Who's Been Sleeping In My Bed?—103m.—Par.	5114
Who's Minding The Store?—90m.—Par.	5114
Witch's Guest—79m.—For.	5139
World Of Henry Orient, The—106m.—UA	5147

X

X—The Man With The X-Ray Eyes—80m.—A-1	5093

Y

Yank In Viet-Nam, A—80m.—AA	5129
Yesterday, Today And Tomorraw—119m.—Emb.	5149
Young And Willing—110m.—U	5131

MOTION PICTURE
EXHIBITOR
SHOWMEN'S TRADE REVIEW

EXPLOITATION

***ACTUAL PROMOTIONS** from the fertile minds of exhibition and distribution that can be applied with profit to the theatre situations.*

This special section is published every-second-week as a separately bound, saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each saveable section represents current submissions by theatremen and promotion plans from distributors that have originality and ticket selling force. Exhibitors are invited to submit campaigns on specific pictures or institutional ideas. Add EXPLOITATION to your permanent theatre library. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna.—19107.

APRIL 1, 1964
SECTION THREE
Vol. 71 No. 12

Exploitation Is The Key Says Producer Ted Richmond

Many's the film that's fallen by the "box office-side" for no other reason than a lack of sufficient or carefully planned exploitation. Theatre owners are the first to affirm this—producers, too often, the last to admit it.

Ted Richmond, producer of MGM's "Advance to the Rear," swears by the right kind of exploitation for his films. This doubtlessly stems from the fact that Richmond began his career as a theatre manager in New Bedford, Mass., and has never lost touch with the exhibitor's part of the business.

"Advance to the Rear" (formerly "Company of Cowards") opens in mid-April, and MGM and Richmond are out to prove this exploitation point. According to Richmond, one of the reasons "Rear" is going to advance to the "front" at the box offices is careful preproduction exploitation planning.

The producer's string of MGM comedy hits has been no accident. On "Advance to the Rear," which stars Glenn Ford, Stella Stevens and Melvyn Douglas, he took a good period comedy and spoofed it up with a musical score that is certain to have America's teen and young adult sets calling for more.

The acquisition of Randy Sparks and the New Christy Minstrels was the first move. Under Sparks' direction, the Minstrels and several well-tuned kazoos provide the background music for the cowardly cavalrymen and their "ladies."

Aware of the impact of this popular singing group, Richmond worked with Sparks and extended several brief background music passages into full-blown tunes, which the Minstrels have incorporated into a Columbia album, "Advance to the Rear."

As an ex-press agent, Richmond wasn't through with the singing group just yet. His trained eye saw ready-made audiences of nine and ten thousand at a time—in colleges across the country.

"Here are groups of kids who stand in line for hours to see the Minstrels' college concerts. These same people buy records and go to movies . . . we intend for them to be ours. Beginning in April, through June, this singing group will appear at nearly two-hundred colleges. During these performances they'll be singing 'Today,' our love theme, plus 'The Company of Cowards March' and other songs from the film."

In addition, the group has taped several "Hootenanny" television shows, which have included songs from, and mentions of the picture.

"Up to now, everyone seems to have overlooked this enthusiastic college audience. We intend to remedy that."

Schine Houses Big Campaigns On "Misadventures Of Merlin Jones"

Warners' Offers Cash To Managers' "Limpet" Campaigns

Warner Bros. is offering cash prizes to theatre managers who develop the best local promotional campaigns for "The Incredible Mr. Limpet," the Technicolor comedy-with-music starring Don Knotts. The three top winners will receive $250, $150 and $100.

Competing managers should submit their "Limpet" scrapbooks to Campaign Plan Manager, Warner Bros., 666 Fifth Avenue, New York, N. Y. 10019.

Mercedes Benz Promotion

MGM and Mercedes Benz have completed an advertising and promotional tie-up for "Quick, Before It Melts," in connection with the first use in a motion picture of the new 230 SL sports convertible.

Starring George Maharis, Robert Morse and Anjanette Comer, the picture will be exploited nationally through Mercedes Benz dealerships.

ARTHUR GODFREY
FOUND THE ESCAPADES OF
The Incredible Mr. Limpet
so incredibly uproarious that
PRIZES WORTH THOUSANDS
LISTEN
The Incredible Mr. Limpet

John Cusak, general manager, New York's Astor on Broadway, gave important lobby display space to this 40x60 in advance of his opening of Warners' "The Incredible Mr. Limpet." Featured were the "Limpet" Sweepstakes and the Arthur Godfrey recording of the song, "I Wish I Were A Fish."

Walt Disney's "Misadventures Of Merlin Jones" received some great campaigns recently in the Schine Circuit houses.

The personal appearance of Annette Funicello topped the efforts of Joe Garvey, Granada, Buffalo, N. Y., who over his local radio station ran an "Annette Look-Alike Contest." Girls were invited to send in photos of themselves if they resembled Annette. The winner of the contest had lunch with the star and officials of the press and radio; and this resulted in several very nice publicity breaks. For a street ballyhoo, he had a young man don the crazy electric football helmet of 'Merlin Jones' and drive around the streets of Buffalo with a young lady in an open convertible. Window displays, a mailing to all public and parochial schools, and a coloring contest completed his all-out campaign on this attraction.

Lou Hart, zone manager, Auburn, Auburn, N. Y., was able to get a story and photo planted in his local newspaper on the four lucky Auburn High School students who had lunch with Miss Funicello during her recent travels on behalf of the film.

It was no run-of-the-mill coloring contest in Rochester, N. Y., for manager Frank Bassett, Monroe, for his showing of the picture. He had a very special one in conjunction with a large local furniture store. This coloring contest resulted in a three column by 14 inches co-op ad on this attraction, and a donated first prize of a $70 canopy bed. The furniture store also came through with other wonderful prizes and plenty of in-store displays.

The boys at the Paramount, Syracuse, N. Y., and their supervisor Harry Unterfort were able to come up with inches and inches of free newspaper space in several different papers for their showing of "Merlin Jones." The space included scene mats, reviews and a coloring contest. For a street ballyhoo the boys came up with a neatly bannered flivver, which was driven around town by 'Merlin Jones' in his kooky electric football helmet. This was a real attention-getter.

"Limpet" In Five-And-Ten's

Two thousand five hundred F. W. Woolworth stores throughout the United States are backing "The Incredible Mr. Limpet" in a coast-to-coast promotional drive for the Warner Bros. film.

Utilizing window and counter displays and other promotional aids, the Woolworth stores have joined many others in promoting the picture.

COLUMBIA TIES IN PAPERBACKS ON 20 FORTHCOMING RELEASES

More than 20 upcoming Columbia Pictures releases will be represented on the shelves of some 90,000 paperback bookstalls throughout the country as part of Columbia's continuing policy of promotional planning far in advance of release dates, according to Robert S. Ferguson, Columbia vice-president in charge of advertising and publicity.

These extensive long-range plans with book publishers for tie-ins with future Columbia Pictures product is giving the company exposure outlets for its films both far in advance of release as well as at the crucial period when book purchases are directly linked to boxoffice results. In some cases, book publishers are making two distinct distributions: one for word-of-mouth effect months before a film makes it debut and another for direct impact upon potential boxoffice customers, according to Ferguson.

The presence of paperback books connected with upcoming movies is beneficial to both the motion picture industry and the book publishers as evidenced by the willingness of publishers to plan totally new cover treatments of existing books when a future production is announced. As examples, Ferguson pointed to at least four Columbia Pictures of the future that will warrant new cover treatment as the films become available. They include: "Bridge on the River Kwai," which will appear on bookstalls with a completely new cover timed with the general release of the Columbia Pictures in May; "Lord Jim," currently available from many publishers, several of whom are planning a tie-in with the motion picture when it makes its debut; "Fail-Safe," already out in paperbound but slated for extensive cover revision to coordinate with the film; and "First Men IN The Moon," currently supported by a paperback which will appear with a new movie cover at the time the film is released.

Among the outstanding paperback book arrangements is a sensational 500,000-copy fifth printing of "Lilith" timed with the Fall release of the film, bringing the total paperbound impressions of "Lilith" to over two million, after a hard cover career that included selection by The Book of the Month Club.

Other books to be available at the time of the release of upcoming Columbia Pictures product include: "Behold A Pale Horse"; "Ship of Fools"; "The Collector"; "Catch 22"; "The Pumpkin Eater"; "Major Dundee"; "The Long Ships"; "Good Neighbor Sam"; "The NEW Interns"; "Psyche 59"; "The Gay Place"; "Inside Daisy Clover"; and "Constant Image."

An extensive new edition of "Bridge on the River Kwai," timed with Columbia Pictures' general release of Sam Spiegel's Academy Award-winning film, will bring the number of copies of "Kwai" in print to more than 1,500,000, according to Oscar Dystel, president of Bantam Books, Inc. The forthcoming Bantam edition will be the 18th since it was originally published in paperback.

"We are wholeheartedly cooperating with Columbia Pictures on this project with every expectation that an entirely new and fresh audience for 'Kwai' will result in paperbound book sales of more than 500,000 this time around," said Dystel.

The Bantam chief executive declared that the original exploitation of "Bridge of The River Kwai" was one of the most successful in the history of the publishing firm. He attributed the spectacular total paperbound sales to date—more than one million copies—to a program wherein Columbia Pictures and Bantam Books shared all promotional activities "for their mutual benefit." The current edition of "Kwai" will reach the bookstalls with a totally new cover based upon the film rendition of the Pierre Boulle novel.

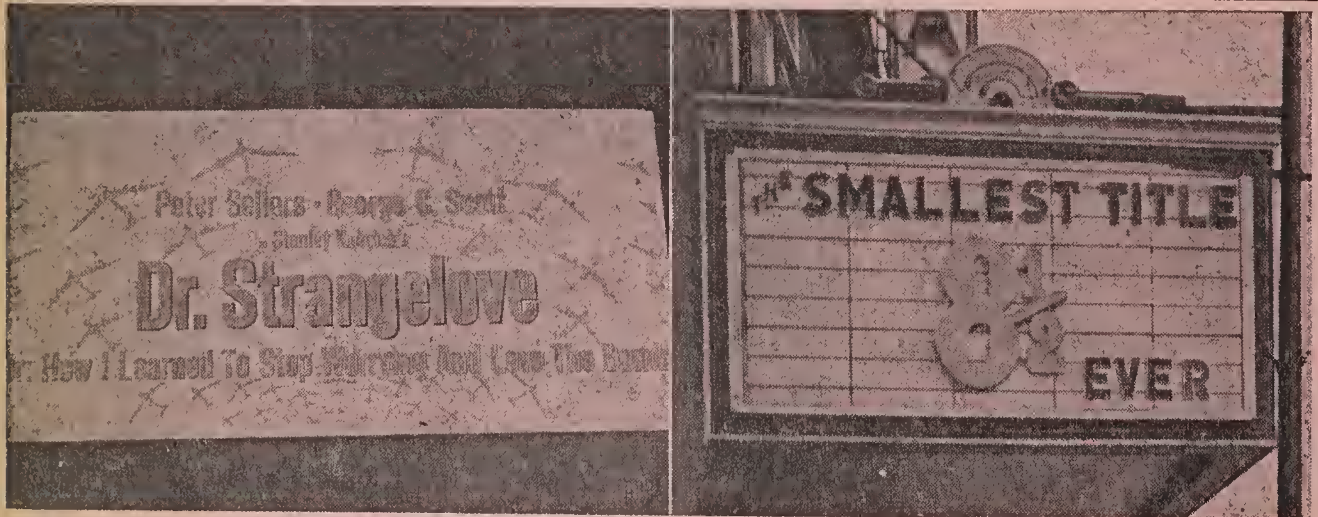
The new "Kwai" cover is slated to include photographic representations of Alec Guinness, William Holden and Jack Hawkins, three of the prominent stars in the Columbia Pictures release and will include copy stressing the film's seven Academy Awards and 27 international awards.

Prominent space on the cover will be given to the legend, "Don't Miss the Movie, 'Bridge on the River Kwai,' one of the greatest motion pictures of all time." The cover will also declare, "18th Printing—1,500,000 copies now in print."

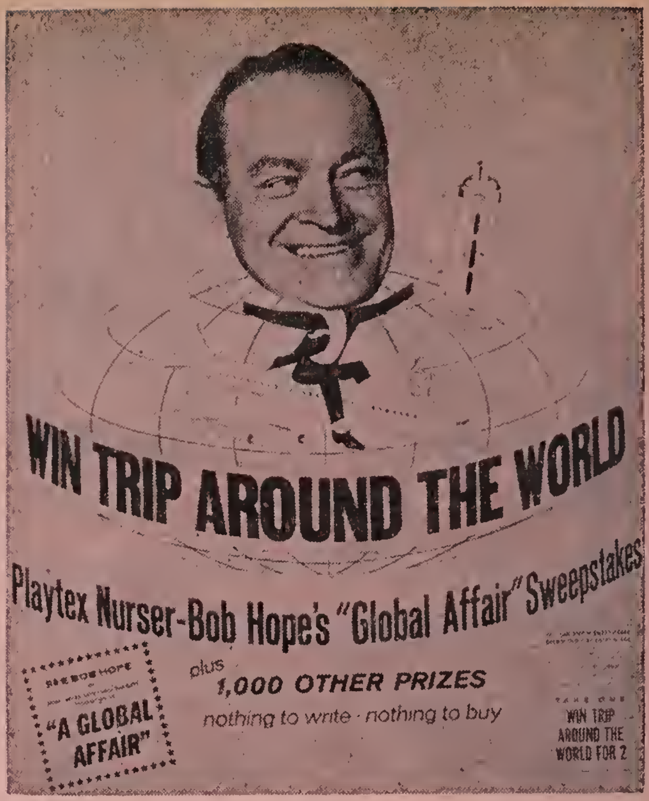
Fashion Kit For "Murder"

MGM will service 75 top fashion editors with a kit, titled "Fashion in Murder," showing Joanne Woodward modeling designer Travilla's Spring collection, as kickoff to the exploitation campaign for "Signpost to Murder."

In addition to the fashion art, the kit will contain a fashion forecast feature by Travilla, who designed Miss Woodward's wardrobe for the motion picture, plus feature material on film and the star.


Peter Sellers · George C. Scott
Stanley Kubrick's
Dr. Strangelove
Or: How I Learned To Stop Worrying And Love The Bomb
THE SMALLEST TITLE
EVER

The largest and smallest of recent film titles. This is how Cornell Theatres, Inc., Syracuse, N. Y., fit Columbia's "Dr. Strangelove Or: How I Learned To Stop Worrying And Love The Bomb"; and Embassy's "8½" on the marquee. For the former a 12 foot frame was constructed utilizing a 24-sheet for the title.


WIN TRIP AROUND THE WORLD
Playtex Nurser-Bob Hope's "Global Affair" Sweepstakes
plus
1,000 OTHER PRIZES
nothing to write · nothing to buy
"A GLOBAL AFFAIR"
WIN TRIP AROUND THE WORLD FOR 2

Playtex-'Global' Contest

Playtex Corporation, a division of the International Latex Corporation, manufacturers of baby accessories, has joined MGM in a wide ranging promotion of MGM's "A Global Affair."

Playtex is sponsoring a "Round the World Sweepstakes Contest," with a first prize of a trip around the world for two, with one thousand second prizes. All contestants need do is fill out an entry blank giving name, address, and the feature of the Playtex Nurser they like best. B. L. Blair Corporation, an independent judging organization, will select the winners at a random drawing.

In support of the contest and MGM's "A Global Affair" Playtex has prepared several million contest entry blanks, streamers, store glorifiers, and bumper bins for nation-wide distribution. In addition Playtex will distribute and service 25,000 six foot standees, featuring a picture of Bob Hope holding a Playtex Nurser, with credit to "A Global Affair" to food, drug, and department stores coast to coast. Each standee will contain contest entry blanks, and a box to drop them in once they are completed. Individuals who do not have official entry blanks may enter the contest by sending the necessary information on a postcard addressed to Playtex Corporation.

The entire campaign will be supported by continual Playtex advertising in local newspapers, and displays and give-a-ways in local stores.

Advance Posters on 'New Interns'

The continuing local-level advance campaign for the coming release of Robert Cohn's "The NEW Interns" has entered a new phase with full-scale national distribution of color posters heralding the Columbia Pictures Summer release.

Provided free to exhibitors for display in theatre lobbies, the latest promotional offering in "The NEW Interns" long-range exposure campaign is headlined, "Soon You Will Meet The NEW Interns." Featured in the material are portraits and action shots of the film's stars including Michael Callan, Stefanie Powers, Dean Jones, Barbara Eden, Inger Stevens and George Segal.

The intensive advance promotion for "The NEW Interns" is designed to reach those who enjoyed Robert Cohn's earlier offering, "The Interns," while developing strong local-level anticipation for the entirely new Columbia release.

Atlantic Coast Line Railroad Promotes "Fall Of Empire"

Paramount Pictures has set a unique tie-in with the Atlantic Coast Line Railroad as part of the national promotion for Samuel Bronston's "The Fall of the Roman Empire."

Participating for the first time in a tie-in with a motion picture company, the Atlantic Coast Line will display photos, framed pictures and props from "The Fall of the Roman Empire" in their windows on Park Avenue near Grand Central Station in New York. Similar displays will be set up in windows in ACL's offices in Richmond, Washington, D. C., Miami Beach and Jacksonville.

Full displays will also be featured in passenger cars of the ACL route from New York to Miami. The featurette, "Rome in Madrid," will be shown to passengers on this run. A special dining car menu will include credits for "The Fall of the Roman Empire." Food editors throughout the country will be serviced with this menu, and travel editors will be invited to see the displays when the train stops in their cities.

New feminine fashions inspired by the film will be prominently featured in the April issue of **Vogue** Magazine.

Three pages of stories and pictures will highlight the "Roman Empire" styles. In addition, there will be six pages of advertising tie-ins with Cabana Beachwear, Ehrman Laces, Robert Sloan Sportswear, Via Veneto Knitwear, Renfield Distillers and Maurice Rentner.

Books On 'Empire'

A special color comic book promotion aimed at the younger audience has been set for Samuel Bronston's "The Fall of the Roman Empire" with Western Publishing Company.

Western is publishing a Gold Key "movie classic" comic telling the story of the Paramount release in exciting cartoon drawings. With a cover featuring an actual color scene from the picture, the "Roman Empire" comic book will be sold at thousands of variety stores, newsstands and other magazine outlets throughout the U. S. and Canada.

A major book promotion for Samuel Bronston's "The Fall of the Roman Empire" has been set with Fawcett Publications, which has just published a paperback novelization of the Paramount release.

With a dramatic full-color cover featuring Bronston's re-creation of the ancient Roman Forum, the deluxe paperback is based on the screenplay by Ben Barzman, Basilio Franchina and Philip Yordan. Paramount and Fawcett field representatives throughout the country are working on joint promotions utilizing posters, rack cards, streamers and other special "Roman Empire" accessories.

Coppertone Ties-In With "Carpetbaggers"

An extensive advertising tie-in campaign for Joseph E. Levine's "The Carpetbaggers," Paramount release, has been set with Coppertone Sun-Tan Lotions and Cremes.

Carroll Baker and "The Carpetbaggers" will be featured in full-page, full-color Coppertone ads appearing in **McCall's**, **Playboy** and **Family Circle** magazines. Similar full-page ads will be placed in newspapers in over 100 key marketing areas. Miss Baker and "The Carpetbaggers" will also be utilized in 3,200 radio spots to be broadcast throughout the country.

TONIGHT
TO
RICHARD
WATTIS.

At the recent London prize-giving—one of six held throughout Great Britain—in the ABC-MGM-Booth's Gin "V.I.P.'s" contest, Miss Lesley Thompson receives her prizes from actor Richard Wattis, center, as L. Grou, manager, ABC Cinema, Fulham Road, looks on.

British Activities

by Jock MacGregor

CAMPAIGN HIGHLIGHTS—Lee C. Prescott, Odeon, Bury, for "The Birds" organized and started a homing pidgeon race from the theatre on the opening Sunday and finding that a patron had won the Alfred Hitchcock Challenge Cup for amateur film making borrowed it for an impressive foyer display; for a two week run of "From Russia with Love" he succeeded in placing a five part serialization in the Bury Times; for "Flight of the White Stallions" his chief of staff rode a white horse around the town followed by a white Ford Zodiac bearing credits for two hours each afternoon of run. . . . A. G. Cattell, ABC, Torquay, for "The Haunting" hung pale ethereal nighties and cloud shaped mobiles carrying credits on both sides in the foyer and fixed a small fan to create a slight breeze. Subdued lighting aided the impression of pale floating "things." A similar display was arranged in the window of the store which provided the nighties. . . . G. M. Chantrey, Odeon, Glasgow, persuaded the Sunday Mail to run a contest to find Scotland's Hitchcock girl with a visit to Pinewood Studios as prize for five weeks prior to playing "The Birds." . . . J. L. Smith, Ritz, Edinburgh, for the regular release booking of "Ben Hur" showed the trailer at his ABC Minors' Matinee and asked all members to tell everyone that it was coming back to play at regular prices, and that it would be several years before it would be shown again. . . . F. C. Murray, Odeon, Wimbledon, realising that some distinguished British and American planners of D-Day lived locally invited them to the opening of "The Longest Day" and a reception during the intermission. . . . Albert Hallam, ABC, Old Kent Road, London, placed the photo which was taken with ABC colleagues and the stars following the preview of "What a Crazy World" in the South London Advertiser when he played the film thereby plugging the picture and familiarizing readers with him personally. . . . Miss Eslick, Odeon, Morden, offered passes for the patron who could name the most "Birds" and was confronted with a monumental list of 1,428 different species.

F. C. Murray, Odeon, Wimbledon, borrowed 150 rare foreign birds and placed the aviary in the foyer for a colorful and noisy plug for the work prior to and playdate of "The Birds." . . . A. G. Cattell, ABC, Torquay, playing "Who's Minding The Store" and "Who's Been Sleeping in My Bed" as a unit program pre-release drew a four column banner heading in the local daily—"Two Features for the Price of One"—and the comment that both had been showing in London separately as top features. . . . Harry Murray, Gaumont, Sheffield, is another manager who found himself playing "From Russia With Love" for an extended run. After making sure that the press knew he had established a new record for the theatre he promoted a Russian Vodka and Wine Party in association with the importers. He also arranged a special James Bond table featuring the items most associated with 007—revolver, champagne, cards, poker chips, etc.—to be placed in a restaurant for the week. . . . A. G. Amies, Odeon, Peterborough, once again got tv coverage for a street stunt. An acrobatic sandwich boardman walked around on his hands to plug "Jason and the Argonauts." A second stunt involving a walking skeleton and designed to sell the duelling skeletons was filmed but not televised. . . . Lionel S. Johnson, ABC, Ealing, arranged for cabs and cab ranks to plug his "Carry On Cabbie" booking. . . . F. A. Connett, Gaumont, Weymouth, playing the British musical "It's All Happening" concentrated on the youth angle and successfully invited the Mayor to a Salute to Local Youth performance for which a wine merchant donated the refreshments.

THE EXHIBITOR'S EXPLOITATION EFFORTS

CHARLES STOKES, manager, Plaza, Patchogue, L. I., N. Y., got his weekly programs paid for recently during his run of MGM's "V.I.P.'s" by getting a local mens' store take an ad in it simply reading: "Sir! You too can have the V.I.P. look!" along with the name and address of the store. This ran on the second page of the program opposite a page announcing a "V.I.P" contest in which patrons were asked to list all the combinations of words that begin with V.I.P. such as "Very Important Person," "Very Important Press" and "Very Interesting Position," etc. The longest lists received free passes when sent to the theatre. He also tied in with two car dealers. Posters used read, "There's Value In Plymouth. See "V.I.P.'s" at the Plaza"; and "There's Versatility In Pontiac. See 'V.I.P.'s' at the Plaza." Judson's Mens' Store dressed a theatre aide in "V.I.P." clothes; and he went around shopping centers, super markets, etc., in a limousine handing out cards reading:

YOU ARE A
VERY IMPORTANT PATRON
I WISH YOU WOULD
VISIT IN PLAZA
TO SEE THE
ELIZABETH TAYLOR V.I.P.'s RICHARD BURTON

V.I.P. CLOTHES By JUDSON-Patchogue

Two attractive window displays were obtained; one in Judson's Mens Store and one in a ladies' wear store. We also made up a display in one of our front windows looking on Main Street at a bus stop and stop light. This consisted of two giant sized heads of Elizabeth Taylor and Richard Burton from the MGM 24-sheet. It looked like a Cinemascope display. This was up for two weeks in advance and during playdate.

RAYMOND JOHNSON, Schine's Strand, Lexington, Ky., used the "native son" tie-in when he played United Artists' "McLintock." Since actor Ed Faulkner is a former resident of Lexington, he was able to persuade the local newspaper columnist to do an article on the fact that Faulkner would be appearing in the film; and then he used the resulting article in an attractive 40x60 display in front of the theatre. He also had a large display in the lobby, and that too, tied-in the "native son" angle.

PAUL PEARSON, Capitol, Newark, N. Y., recently instituted an extra revenue-producer for his theatre. This is a talent contest held every Friday night through April 10. Winners to be selected by ballot in local stores, will receive cash prizes from these merchants; and the final contest will have all the winners competing in front of a talent scout for a $100 first prize. Interest is running high and the participating merchants are cooperating to the hilt. These merchants had window cards printed up and displayed them in their windows. They also carried copy in their advertising on radio and in the newspaper on the talent contest. Announcements were made in all county schools of the event and the contest was a big hit.

Theatre Becomes Night Club On New Year's Eve In Berlin

Unusual things are still being done, the following at the beautiful 1,000 seat MGM Theatre in West-Berlin. As a theatre man on a leave of absence from New York City, I thought a report of a stunt, originated by an extremely capable manager some six years ago, would interest the many readers of the "MOTION PICTURE EXHIBITOR."

Comes 10:30 New Years Eve, the entire house is turned into a theatre night club. Tickets for the affair had long been sold out before this night and men and women, many dressed in tuxedos and evening gowns, were ushered to their reserved seats to watch an hour and a half of a top notch stage show, especially prepared for this occasion. Another touch of great showmanship was seen, when shortly before midnight the "Ave Maria" scene with Mario Lanza from the "Great Caruso" was thrown on the screen, which gave the affair a spiritual atmosphere for just a couple of minutes.

At 12 o'clock the theatre was turned into a dance palace, with one band playing on stage, and people dancing in front of same, the other playing in the spacious lobby, where a marble floor prooved excellent for the twisters. Bars selling mixed drinks, champagne and cold buffet were set up all over the place, doing a landslide business. To give the band a rest, another unique idea was used. Every 30 minutes the house lights dimmed and to the delight of the audience old Laurel and Hardy films, Charlie Chaplin comedies and Tom & Jerry Cartoons would flicker over the huge screen. This colorful affair lasted until 6 o'clock the next morning and the result: a wonderful time for the customers and a very profitable night for the theatre.

I might add, that I did not witness one incident of misbehavior and despite the gay mood people were in on this occasion, no damage was inflicted on the theatre.

—WARNER BRODEK

Pretty Anita Jan Stegall modelled in a four poster bed in a furniture store window and proved a crowd stopper and attention getter for Paramount's "Who's Been Sleeping In My Bed?," Trans-Texas' Hollywood, Ft. Worth, Texas.

"Sweet" On "Strangelove"

Barricini Candy Stores have gone "sweet" on Stanley Kubrick's "Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb." Columbia Pictures, the distributor of "Dr. Strangelove," and the candy chain effected a joint promotion timed to coincide with the New York engagement of the hot-line suspense comedy at the Victoria and Baronet Theatres. The promotion took the form of a contest proclaiming that "Dr. Strangelove" just loves Barricini Candy" and asking entrants to tell why they do, too.

18 x 22 contest posters were placed in windows of all 30 Barricini stores in the Greater New York area. The poster contains the title of the Peter Sellers-George C. Scott starrer, the theatres and playdate. Twenty-five prizes, consisting of 25 one-pound boxes of chocolate and 25 pairs of passes to the Victoria Theatre, were awarded.

For Theatre-
Tested and Approved
THEATRE
FORMS
AND
SYSTEMS
write to
Exhibitor
Book Shop!
Actual sample sheets
of all "Plus Services"
will be sent on written
request

CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (Help and Situations Wanted advertising not accepted. See "A-Man" CORNER on this page.)

BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combinations. Can be used for KENO $3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

CONCESSIONS MEN WANTED

NATL. ORGANIZATION NEEDS MEN who qualify as supervisor for concessions; food—drink—novelties and souvenirs. To age 45. Send complete resume incl. salary desired. BOX 266, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

FORMS AND SYSTEMS

For the Best in THEATRE-TESTED and APPROVED FORMS and SYSTEMS . . . EXHIBITOR BOOK SHOP, 317 N. Broad St., Philadelphia, Pa. 19107.

SPEAKER CONES

DRIVE-IN THEATRE SPEAKER CONES BAD? We buy; rebuild; sell. Mail us sample(s) of the type(s) and size(s) of used cone(s) you have available to offer for sale to us, or to be rebuilt for you. Please do not write for price quotes; SEND SAMPLE(S). We will send you sample cone FREE, with full details and prices. WESTERN ELECTRONICS CO., Dept CA, 3311 Houston Ave., Houston, Texas 77009.

THEATRE JANITOR SERVICE

COMPLETE JANITOR SERVICE, daily, weekly, Boston and vicinity. SOS SERVICES, 6 Pleasant St., Malden, Mass. DA 1-0313.

THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY INC., 100 Taylor Street, Nashville 8, Tennessee.

USED EQUIPMENT

COMPLETE BOOTH, Brenkert projector. Bargain, must sell. A. H. CARRATT, Starke, Florida.

TWO 200 AMP. HERTNER generators with 20 hp motors. Excellent condition. Ideal for drive-in theatre. Not compound wound, therefore must be used one generator to each lamphouse. $1,000.00 pair, FOB San Francisco. ORIAN GARDNER, 1866 23rd Avenue, San Francisco, Calif.

WINDOW CARDS

WEEKLY THEATRE and drive-in cards, 100-14 x 22-$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you* are looking for a job . . . or IF you* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

***A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.**

PROMOTION MINDED MANAGERS wanted. Permanent, insurance benefits, expanding circuit needs you all. Replies strictly confidential. Send complete resume, photograph, salary requirements. **BOX A48, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

AVAILABLE, city or district manager, 11 years experience. All phases. College background. Under 30. Formerly top northern circuit. Best references. Relocate for right salary. Contacts wanted. **BOX B325, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

I AM LOOKING for a permanent job. Efficient, honest and experienced in all phases—buying, booking, advertising, promotion. Prefer Penna.-Jersey-New York. Now employed. Can leave April 10th. **VERNON L. KLINE,** Bentley Hotel, 5th and Ocean Drive, Miami Beach, Fla. Phone: JE 4-2971. (318)

WANTED! Experienced, aggressive manager for drive-in theatre located in Connecticut. Top salary, and fringe benefits. **BOX C325, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

EXPERIENCED drive-in and conventional manager available now! Strong background in first run operations. Family, age 39, excellent references. **BOX D325, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

DISTINGUISHED PERSONALITY, strictly high class operation man. Wishes to relocate major Nevada city only. Drive-in preferred. Best reference. **BOX E325, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

MANAGER, desires permanent position in New England. Thoroughly experienced in conventional and drive-in theatres and publicity. Reply to **BOX A325, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

Address all Correspondence to— ***The A—MAN Corner*** **Motion Picture Exhibitor**
317 N. Broad St., Phila., Pa. 19107

WHEN YOUR MAILING ADDRESS CHANGES

You won't miss your weekly copy of MOTION PICTURE EXHIBITOR if you are changing your address, or if the Post Office insists on delivering only to a box number, *providing you let us know the new mailing address three weeks in advance of the change.* You enable us to continue serving you, and you enable us to save the Post Office charges for each returned copy due to address changes, including changes from street to box. When you notify us, please use the address change card available at the Post Office, or send us your new, correct mailing address with the address portion of the wrapper or envelope bringing you your copy. And please include your Zip Code!

Please notify:

CIRCULATION DEPARTMENT
MOTION PICTURE EXHIBITOR
317 N. Broad St., Phila., Pa. 19107

HANDY SUBSCRIPTION BLANK

Yes, start sending
MOTION PICTURE
EXHIBITOR
plus
Showmen's Trade Review

TO:

Name ....

Title ....

Address ....

....

....

★

☐ Enclosed ☐ Or bill me

☐ $2.00 for one year

☐ $3.50 for two years

☐ $5.00 for three years

(Outside Western Hemisphere)

☐ $5.00 one year

☐ $8.00 two years

☐ $11.00 three years

CLIP and MAIL TODAY TO

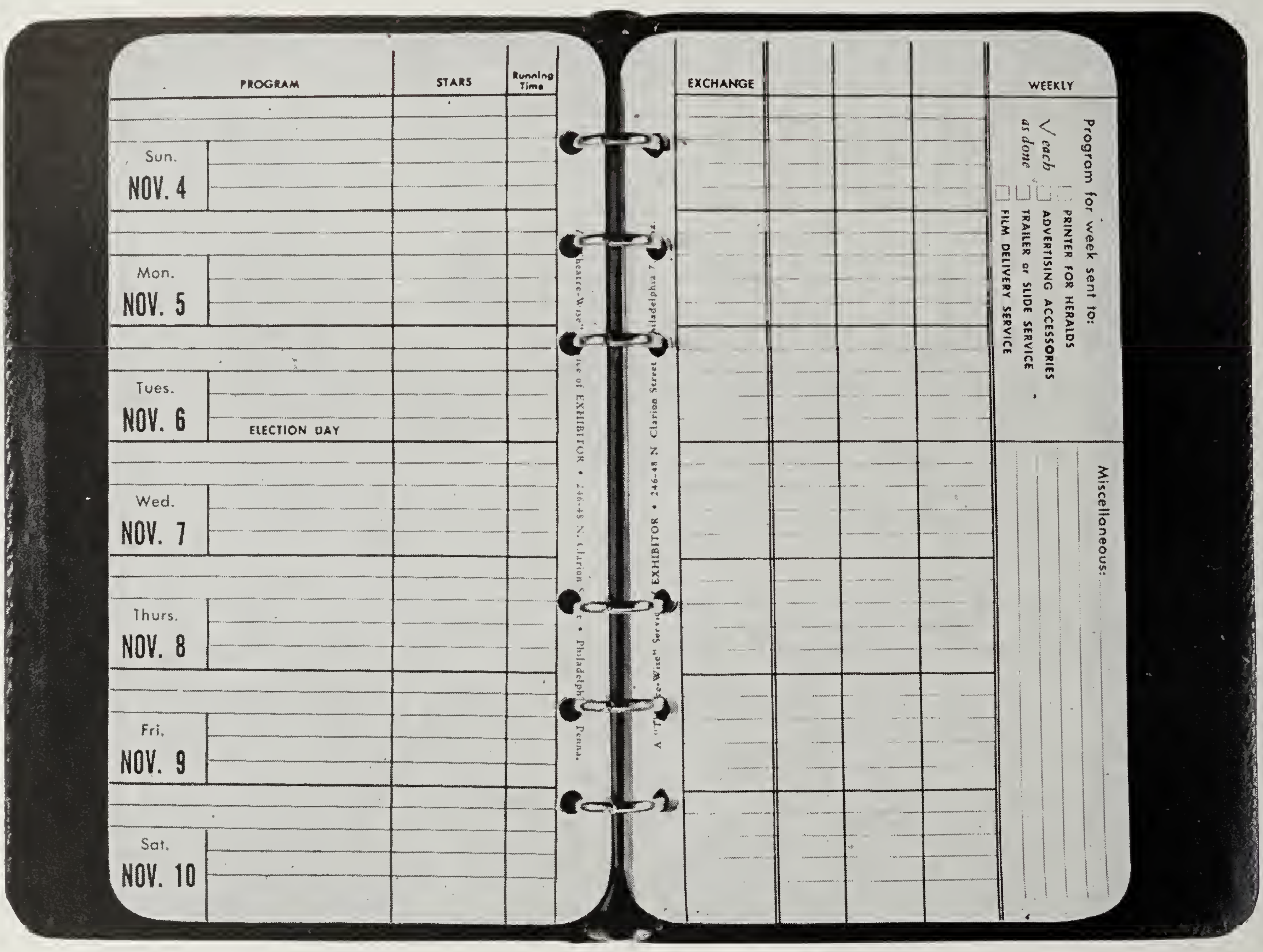
317 N. Broad St., Phila., Pa. 19107

AVAILABLE . . . But Going Fast!

The NEW 12 Month Set of Booking Sheets for the full fiscal year starting: JUNE 28, 1964

"Pocket-Size DATE BOOK"

Compiled into a full yearly set of dated sheets (120 pages) . . . Punched for a standard 6-ring binder . . . All holidays indicated . . . Ample space for clear records.


PROGRAM
STARS
Running Time
Sun. NOV. 4
Mon. NOV. 5
Tues. NOV. 6
ELECTION DAY
Wed. NOV. 7
Thurs. NOV. 8
Fri. NOV. 9
Sat. NOV. 10
EXCHANGE
WEEKLY
Program for week sent to:
√ each as done
PRINTER FOR HERALDS
ADVERTISING ACCESSORIES
TRAILER or SLIDE SERVICE
FILM DELIVERY SERVICE
Miscellaneous:
A "Theatre-Wise" Service of EXHIBITOR • 246-48 N. Clarion Street • Philadelphia 7, Penna.

The above illustration is reduced from the actual sheet size of 3¾x6¾ each. Note the flat working surface.

PRICE: $1.00 per yearly set of sheets, without binder
(Including Postage)

"Pocket-Size" BINDER

A black, flexible leatherette binder equipped with 6-rings and thumb-tip closure, designed to hold a one-year supply of "Pocket-Size" DATE BOOK FORMS. Has inside pocket for the safe-keeping of loose papers.

PRICE: $1.30

Large-Size DATE BOOK

Undated forms, 3 hole-punched (9 x 12 inches), excellent for office use and adaptable for more than one theatre booking!

PRICE: $.50 for 52 Pages

Large-Size BINDER

A big, stiff backed, imitation leather binder equipped with 3-ring holder designed for the large-size date-book forms and a full year of Pink Review Sections as published separately by M. P. EXHIBITOR.

PRICE: $1.50

FISCAL YEAR (July-June) "Pocket-Size" DATE BOOKS HAVE BEEN PRODUCED, WAREHOUSED, AND SOLD AT COST ONLY TO OUR SUBSCRIBERS AS A PLUS-SERVICE, FOR OVER 15 YEARS!

Order Your Date-Book NOW! *If you are not presently receiving MOTION PICTURE EXHIBITOR, use order form on reverse side of page.*

MOTION PICTURE

EXHIBITOR

APRIL 1, 1964

IN FOUR SECTIONS
THIS IS SECTION FOUR

ANNUAL

THEATRE CATALOG

EDITION

The Annual ***EQUIPMENT ENCYCLOPEDIA*** *and* ***BUYERS' GUIDE*** *. . . as prepared each year by the skilled Editors of the* ***PHYSICAL THEATRE—EXTRA PROFITS*** *Department.*

•

THE WORLD'S LEADING AUTHORITY ON THE PHYSICAL THEATRE BUILDING . . . DESIGN, CONSTRUCTION, MAINTENANCE, MANAGEMENT, EQUIPMENT AND REFRESHMENTS

1964

EDITORIAL FOREWORD

The editor's responsibility to bring theatremen a compilation of newly introduced theatre equipment and furnishings, innovations in theatre design and construction, theatre services and operating guides, is again the basic format of this edition of Theatre Catalog.

Of particular importance during the past year has been the introduction of numerous new projection and sound equipments, while substantial improvements to existing equipments have also been made.

Paralleling advances on the equipment front has been perpetuation of activity in new theatre construction, with attendant advances in design, decor, and equipment in existing situations to keep pace with the newcomers.

With over 200 new theatres and about 150 drive-ins added to the nationwide roster of motion picture theatres during the year, exhibition has strengthened its claims to a promising, stable future.

Theatres illustrating the representative designs of the year will again be found in this issue of Theatre Catalog, with shopping center houses, large urban showcases, and neighborhood and suburban situations represented.

Architecture, which is currently receiving more than a few raps as unimaginative buildings go up all over the country, can point with pride to many new theatres that combine beauty and utility more effectively than ever before. These are showplaces in perfect step with the demands of modern living and an enlightened population that demands the best in surroundings and services.

Another development that promises to generate new life for theatres is the increasing importance of theatre television as an integral part of entertainment's future. This edition of Theatre Catalog takes note of this exciting new medium that figures prominently in exhibition's plans for tomorrow.

There are also some new and interesting modifications on existing projection techniques that will enable any showman, regardless of his situation, to present bigger, finer films to his patrons. Covered in this edition of Theatre Catalog are new systems designed to bring the magic of the wide screen epics to theatres that could not consider such presentations in the past.

The time has come for every exhibitor to ask himself seriously if he is doing all he can to give his patrons the kind of entertainment that they can never find elsewhere. The tools are available to make every theatre a cornucopia of amusement for a population with more leisure time and more leisure funds than any people have ever enjoyed before. The showman worthy of that name will use every tool to the fullest extent possible.

It takes planning, courage, and intelligent operation, as well as a little help from the people in the know. When you come right down to it, that's the reason for Theatre Catalog.

●

Annual
THEATRE CATALOG EDITION
OF MOTION PICTURE EXHIBITOR

Copyright 1964 by Jay Emanuel Publications, Inc.

Printed in the U.S.A. as a special annual section of
MOTION PICTURE EXHIBITOR
SECTION 4, April 1, 1964. VOL. 71, No. 12

A. J. Martin
Publishing Director

●

ALFRED DEPROSPERO
Editor

Published by
JAY EMANUEL
PUBLICATIONS, INC.

Publishing Offices: 317 N. BROAD ST.
PHILADELPHIA 7, PENNA., U.S.A.

Other Offices

Eastern Advertising Office
1600 Broadway, New York 19, N. Y.
West Coast Advertising Office
1219 S. Ridgeley Dr.
Los Angeles 19, Calif.

JAY EMANUEL .... *Publisher*
AL ERLICK .... *Editor*
ALBERT J. MARTIN *Advertising Manager*
MAX CADES ...... *Business Manager*

1964
EDITION

Table Of Contents

CONSTRUCTION AND DESIGN

NEW LOOK IN THEATRES 4-5
A Brief Review Of The Year's Construction
And Design Trends And What They Signify

REVIEW OF RECENT CONSTRUCTION 6-24
- 34th Street East, N.Y.C., N.Y. 6-7
- Mai-Kai, Detroit 8
- Fox-Conejo, Thousand Oaks, Calif. 9
- Community, Barclay Farms, N. J. 10
- Odeon, New Delhi 12
- ABC Cine Bowl, Hanley, Stoke-On-Trent 14
- Festival, N.Y.C., N.Y. 18
- Skouras Wayne, Wayne, N. J. 20
- Fox D-I, San Jose, Calif. 22
- Turnpike D-I, East Brunswick, N. J. 24

D-I AUDIO DISTRIBUTION SYSTEM 26
New Jersey Theatre Installs Special System
Utilizing Ten Separate Amplifier Hook-up

CASH CONTROL AT DRIVE-INS .... *Paul J. Voudouris* 28-29
Electronic Boxoffice Security Provided
By EPRAD's New D-I Car-Chek System

WORKING WITH THE D-I PLANNER ...... *John Selby* 30-31
Pre-Planning Procedures Will Effect Savings
In Time Loss, Money Wasted, And Conveniences

ADVANTAGES OF THEATRE TURNSTILE SYSTEMS ...33-34
Turnstile Operation Offers Boxoffice Control,
Low Cost Operation, And Good Traffic Control

PROJECTION AND SOUND

THEATRE TELEVISION 36
Budding Profit Medium Stirs Interest
In New Techniques For Theatre Usage

CINERAMA WORLD'S FAIR THEATRE 38
Unique Dome Type Theatre Set For U.S. Building;
To Offer Visitors Unusual Viewing Experience

ASHCRAFT CORE-LITE AND SUPER CORE-LITE LAMPS 40
New Projection Arc Lamps Effect Light Gains
Together With Reduction In Carbon Consumption

STRONG'S NEW FUTURA PROJECTION LAMP 42
New Lamp Offers Low Silhouette For Tight Quarters;
Matches Optical Requirements For All Equipments

BALLANTYNE TRANSISTOR AMPLIFICATION
SYSTEM .... *Gene Poole* 44
System Eliminates Photo Cells, Vacuum Tubes, And Relays:
Plug-In Type Equipment Used For Flexibility In Circuitry

DIMENSION 150 WIDE FILM PROCESS 46
Existing 70mm Situations Can Convert To New System
By Installation Of Special Lens And Screen Equipment

MANAGEMENT AND PRODUCTS

CROWD CONTROL EQUIPMENT 43
Variety Of Devices Can Be Used To Handle
Theatre Crowds, With Design Possibilities

CEILING PANELS ADD ACOUSTICAL CONTROL
AND LOOKS 48-49
Fibreglass Panels Absorb Sound, Are Fireproof,
And Reflect Light While Adding Visual Interest

FOUNTAINS, NOVEL LOBBY DECOR 55
Specially Designed Glass Fountains Operate On
Ordinary House Current, Are Easy To Clean

EXTRA PROFITS, NEW PRODUCTS

SHOWMANSHIP IN DRIVE-IN THEATRES 56-58
New Line Of Intermission And Display Materials
Make Smart Showmanship At The D-I Possible

CONSIDER CONCESSION CONTESTS FOR
EXTRA PROFITS .... *Jack O'Brien* 60-62
A Discussion Of The How-To's In Concession Contest
Planning And Supervision, For Theatres Of All Kinds

NEW CONCESSIONS EQUIPMENT 64-65
Variety Of New Equipments For The Spring Season
Made Available By Concessions Manufacturers

SUPPLIERS AND SUPPLY DEALERS

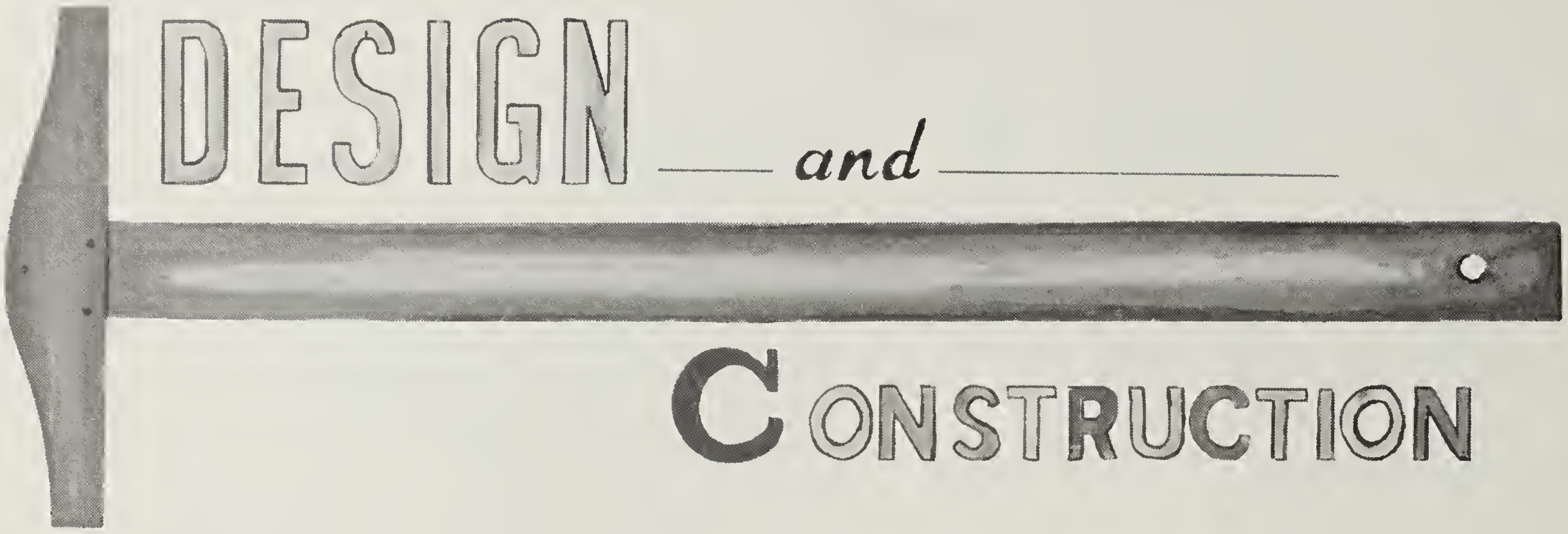
REFRESHMENT EQUIPMENT SUPPLIERS 66
Listing The Leading Companies In The Field As
Sources Of Refreshment Equipment And Supplies

THEATRE EQUIPMENT MANUFACTURERS 68
A Complete Market Guide To Filling
Physical Equipment Needs Of Theatres

THEATRE SUPPLY DEALERS OF THE UNITED STATES 74
Comprehensive Listing Of Names, Addresses,
Personnel, Products, And The Areas Served

SUPPLY DEALERS OF THE DOMINION OF CANADA ... 78
Comprehensive Listing Of Names, Addresses,
Personnel, Products, And The Areas Served

SUPPLY DEALERS OF THE REST OF THE WORLD 79
Comprehensive Listing Of Names, Addresses,
Personnel, Products, And The Areas Served



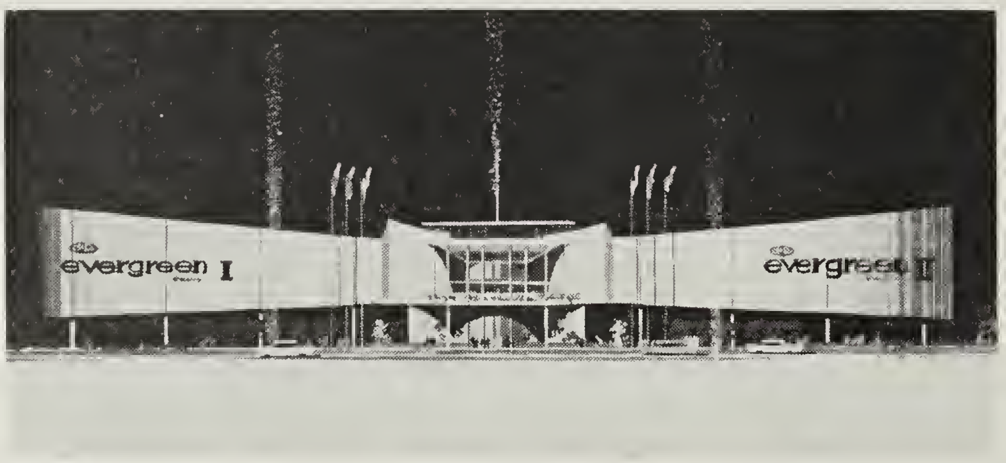
DESIGN and CONSTRUCTION

IN BALD FIGURES the number of indoor theatres in the United States declined from a high of more than 21,000 situations, practically all indoor theatres, in the early 'Forties, to little more than half that number by 1958-59.

During the past five years, the phenomenon we have come to call the "boom period" has resulted in the opening of enough new theatres to level off the decline and stablize the number of indoor situations at approximately 12,500. In addition, more than 2,000 drive-ins have opened in the past decade so that there are currently in operation some 17,500 motion picture theatres in the U.S.

If a collection of representative theatres from this number were gotten together, it would include theatres such as the ones seen on the opposite page.

These theatres would differ substantially from the typical theatre of the late 'Thirties and 'Forties in many ways. By and large, this change has occured from the inside of the theatre out—that is—changes in the projection booth have resulted in changes in the physical appearance of the auditorium. As long as the theatre of the decades just past would continue to serve, the great departures of the past ten years probably would have been delayed. The development of 70mm film, for example, meant that the narrow, bowling alley type of city house would fast become a thing of the past. The giant downtown situations found the spectacular meant for exhibition in wide-screen 70mm just the thing to fill up the seats—that is—after half of its seats were removed so that spacing could be made to conform to today's standards and after the old marquee and lobby and massive lounges and hard seats and narrow screen were replaced.



The Mid-West will see one of its first twin theatres this year, the Evergreen I & II, to feature common lobbies and projection facilities.

In direct competition with the undisputed kings of old came the brand new suburban first run, conveniently located in a shopping center with more parking than patrons and a real power when it came to filling its 1,000 seats with a regularity that encouraged others to hop on the bandwagon.

Design and construction of a new kind of new theatre, then, has been influenced by factors concerned with a host of variables, including important technological advances, changes in audience preference and location, and last, but not least, an increase in the per-seat expenditure for the new house.

Innovations picked up from the early "art" theatres such as coffee bars and exhibitions of paintings and other graphics in the lobby have become standard practice in the new theatre just as much as its auditorium is designed with a mind to offering it to local civic groups for their functions. For a price of $350 to $500 a seat, the American exhibitor can have a theatre that will compare with the best.

Though the closings still match the openings in American exhibition, this new spirit of "You have to offer the best" evidenced in the design examples in these pages, may ultimately prove the salvation of many of our theatres.

COMMUNITY THEATRE

GALA PREMIERE
CANNES FESTIVAL WINNER
"THIS SPORTING LIFE"
34TH STREET EAST
A WALTER READE STERLING THEATRE

ILLIAM HOLDEN "THE WORLD OF SUZIE WONG" NANCY KWAN

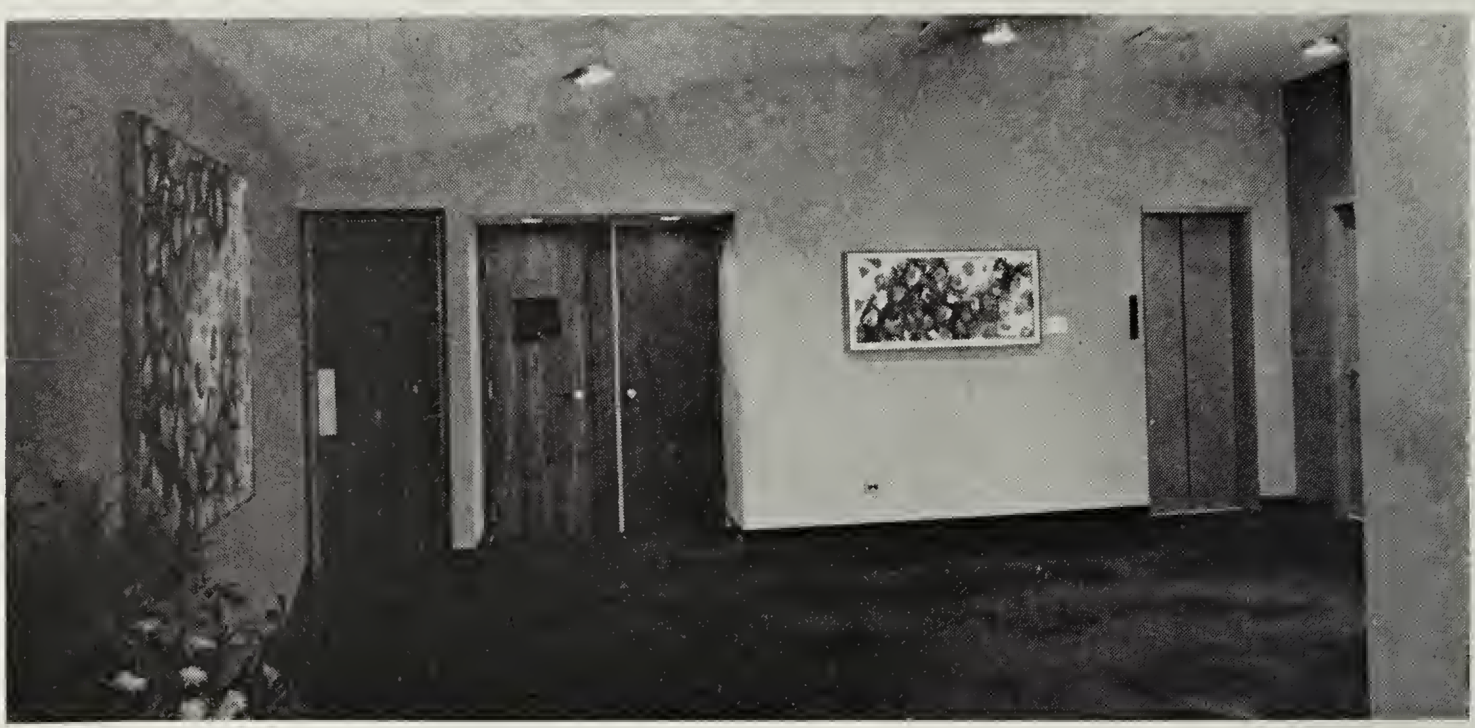
Festival THEATER
8 1/2
FURS
FURS
FESTIVAL

PARK SQUARE CINEMA

Claster Theatre
INVITATIONAL PREMIERE TONIGHT
"55 DAYS AT PEKING" ~ CHARLTON HESTON ~ AVA GARDNER

WAYNE THEATRE
GALA OPENING WEDNESDAY JAN 8TH AT 8 00 PM
FRANK SINATRA
DEAN MARTIN ANITA EKBERG
4 FOR TEXAS

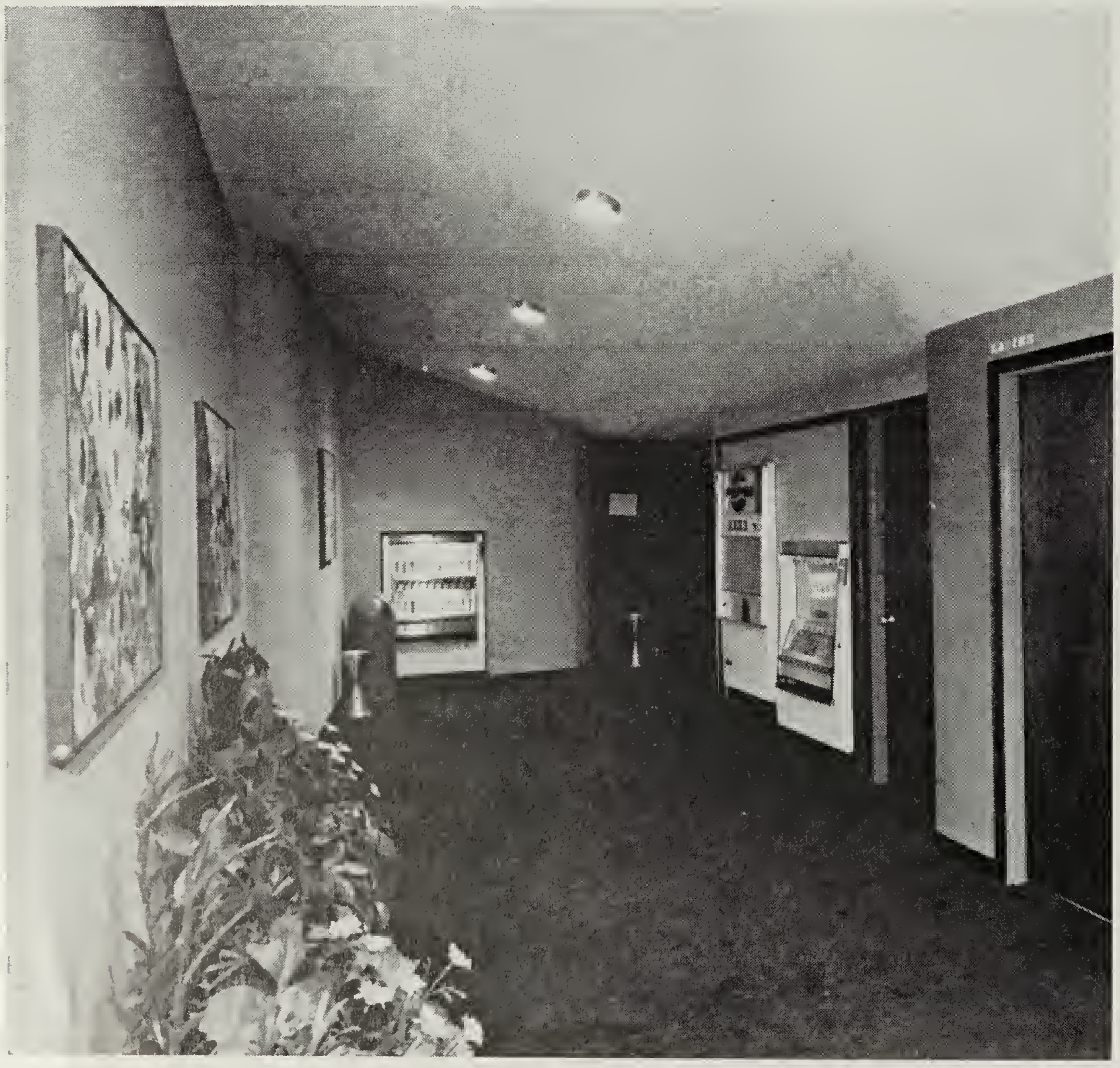
34th Street East



Patrons enter auditorium at right end of lobby.

GREETING patrons of the 34th St. East, newest Reade-Sterling theatre in New York City, is the simple yet elegant lobby seen on this page. A rich combination of lavender and cream was used to create a warm mood often absent where the modernistic touch is so evident.

All cigarette, candy, and soft drink machines are completely recessed into the cream colored walls, on which contemporary artworks are hung. As in many of the new circuit houses, the conventional cashier's cage has been abandoned in favor of a desk-high counter.



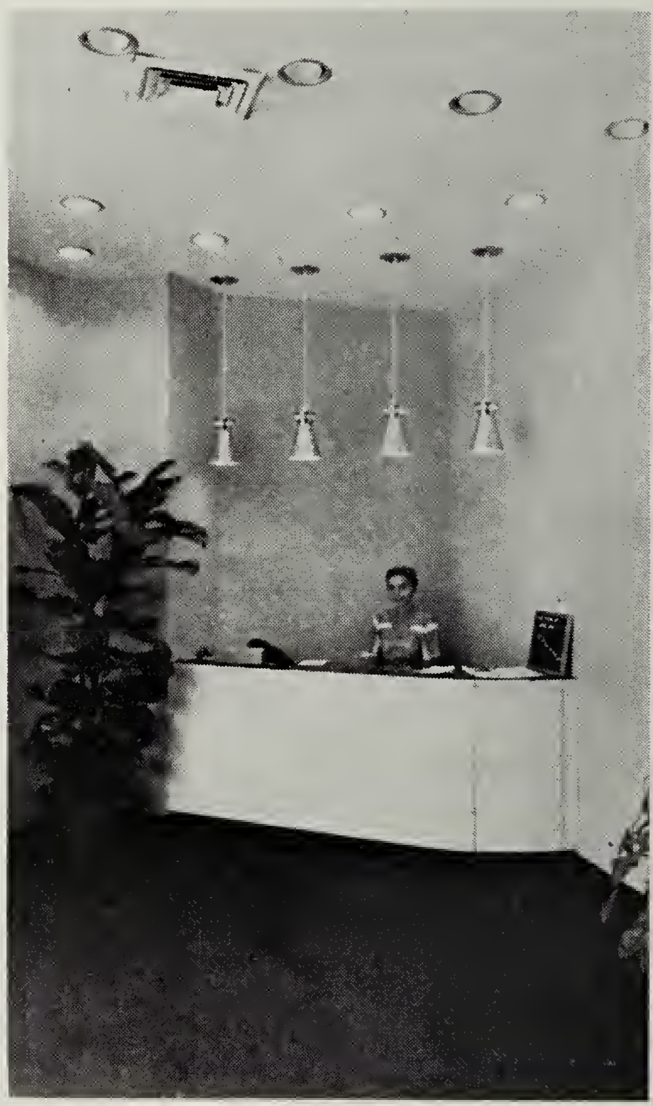
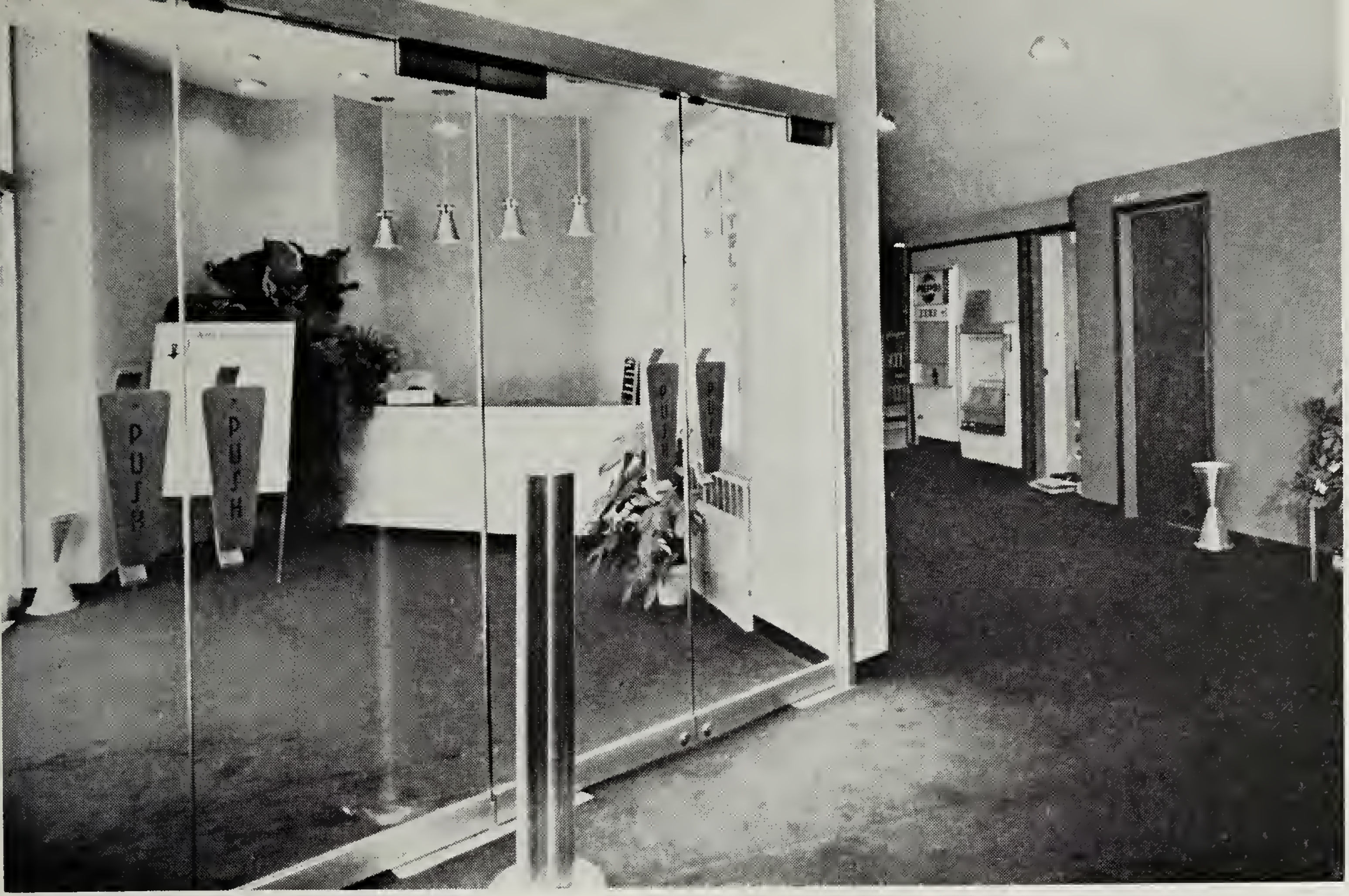


Photo of outer lobby shows simple cashier's booth used instead of normal cage outside the theatre. Color scheme of white, cream walls, and lavender carpet creates soft, harmonious mood throughout.



Glass doors lead from outer lobby into inner lobby where elevator and vending area are contained. Rest rooms and telephone are also located on this level.

Equipment Credits

Owner:	Reade-Sterling
Location:	N.Y.C.
Seating Capacity:	410
Architect:	John J. McNamara
Chairs:	Griggs Push-Back
General Contractor:	Holby & Hewes, N.Y.C.
Supply Dealer:	Capitol

The theatre itself, with a seating capacity of about 500, is of the stadium type with a mezzanine or loge area slightly higher than the auditorium level. The dominant color is the same unusual lavender used in the lobby, which has been carried through in curtain, carpeting, and acoustical walls. Griggs push-back seats, used throughout, are white, providing distinct color contrast to the lavender. A large gold sunburst on each of the sidewalls are the only ornamentation.

Entering from the street, patrons approach the ticket desk, illuminated from above by four ceiling spotlights. Other lobby lighting is provided by recessed lamps. A set of glass doors leads to the inner lobby, which provides access both to the elevator and to the theatre auditorium.

Rest room facilities, the manager's office, telephone booth and the elevator are situated off the inner lobby.

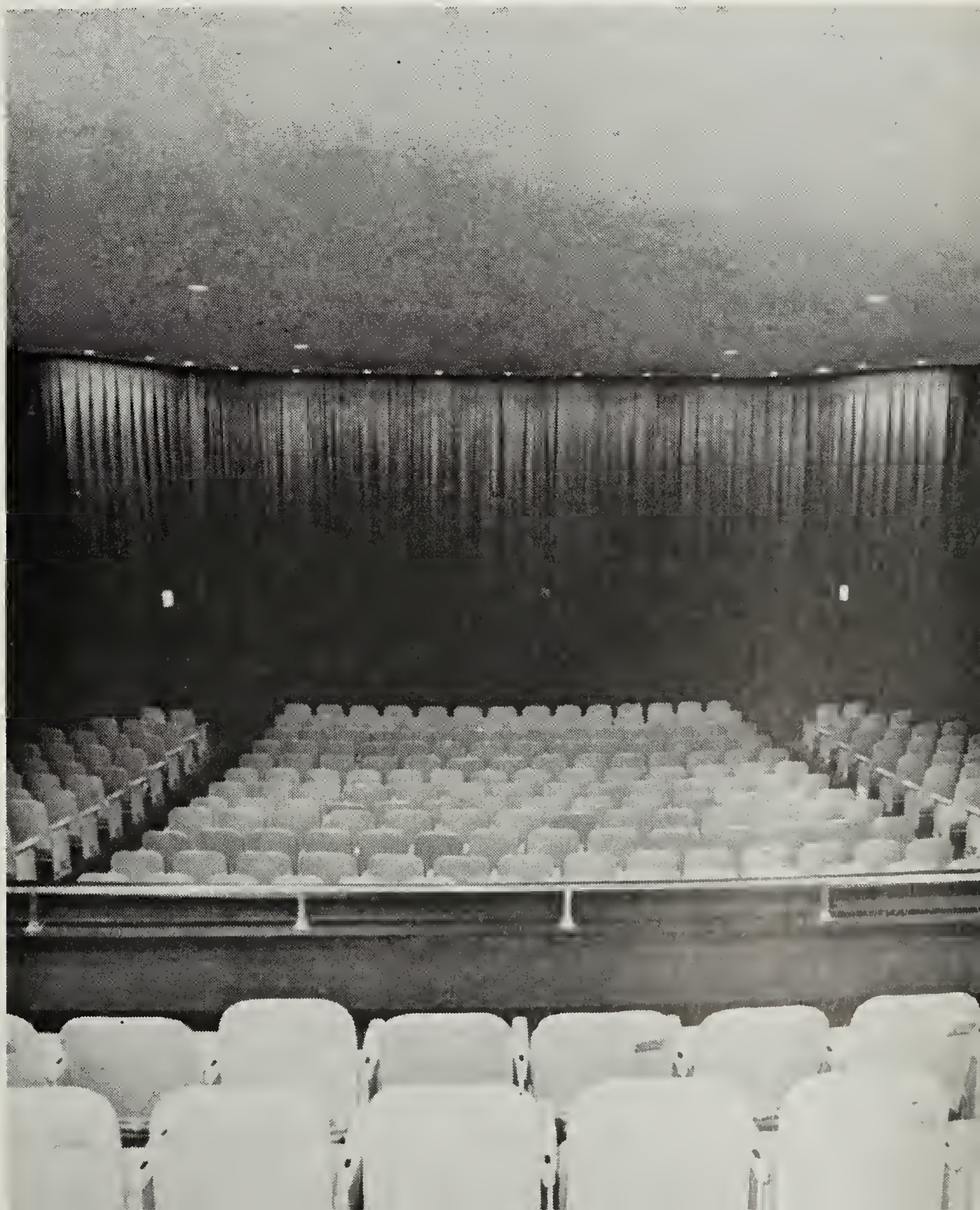
The projection booth in the theatre is located a half-floor up, above the loge area. In the three stories above the theatre, the company located its Manhattan offices. The exterior of the structure, once a utility sub-station, was redone with a facade of heavy granite blocks on the street level and brick on the upper three floors. A modern marquee, built by Artkraft Strauss, marks the theatre entrance.

Access to the office area above is via the theatre lobby.

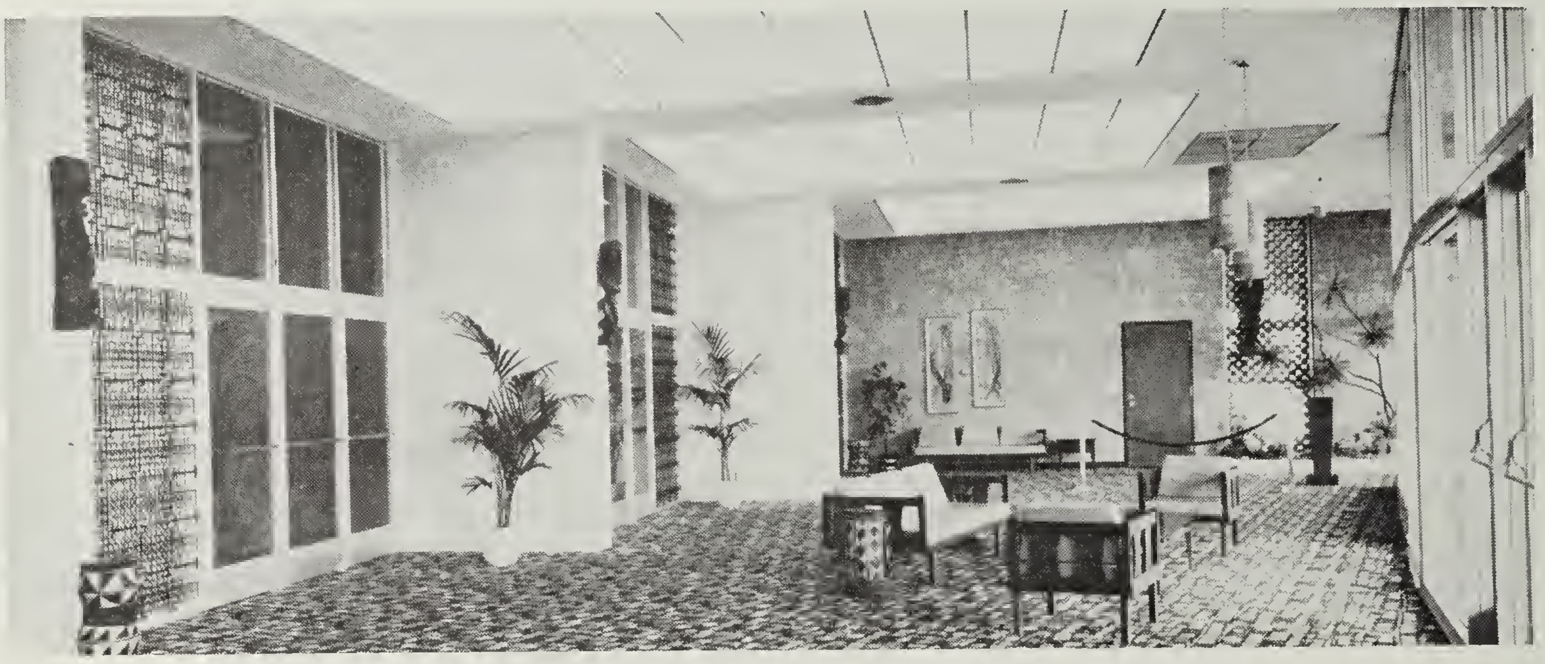
Participating in the construction of the building were: Iron and Steel Products Co. of Brooklyn, structural steel; J. E. J. Concrete Corp. of Corona, N. Y., concrete; Barjon Construction Corp. of Bayside, N. Y., masonry; Greenpoint Ornamental and

(*Continued on Page* 32)

Continuous drape opens at center, touches side walls.



MAI-KAI · DETROIT



LOCATED in the Detroit suburbs, the large (as the newer theatres have been going) Mai-Kai boasts striking good looks and the best in interior detail.

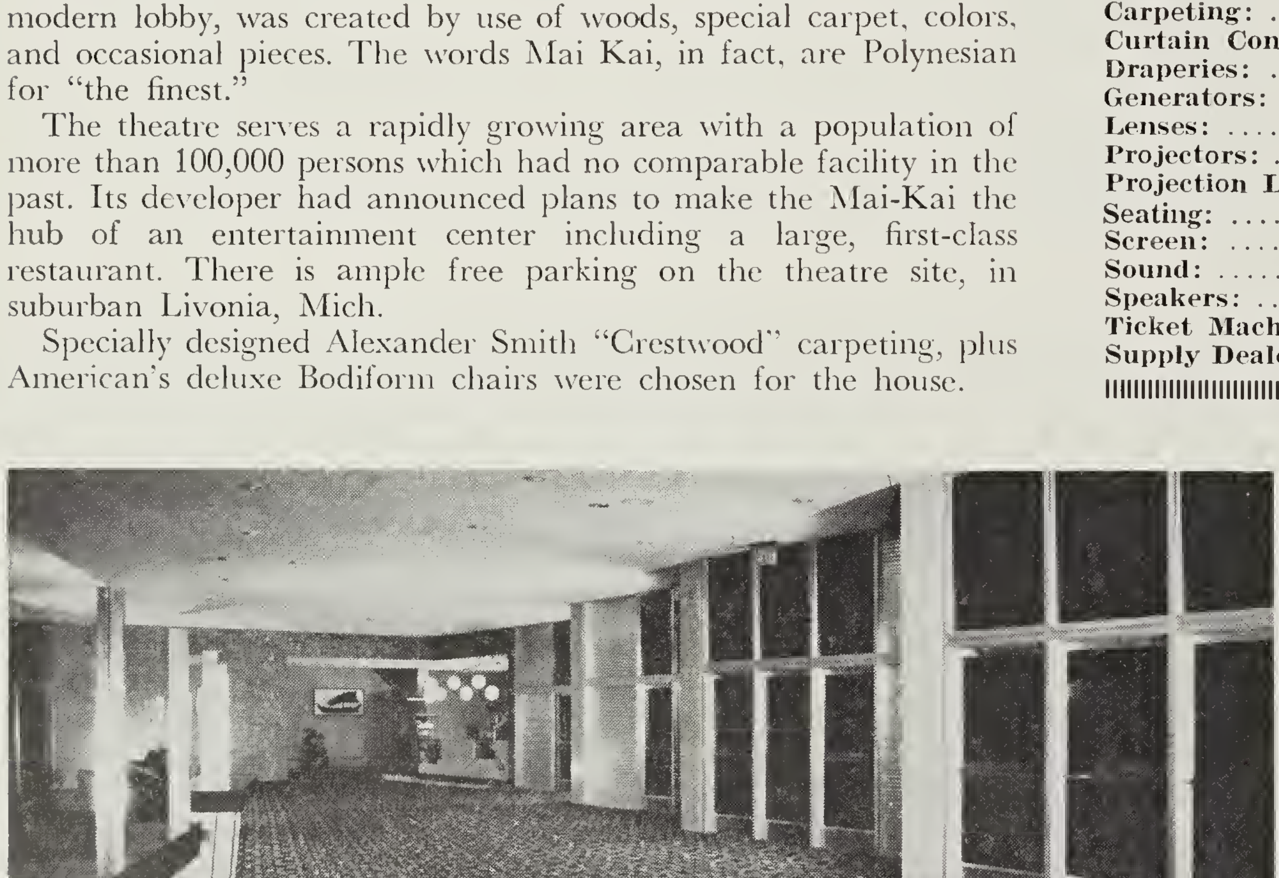
The South Sea motif, most strongly suggested in the theatre's modern lobby, was created by use of woods, special carpet, colors, and occasional pieces. The words Mai Kai, in fact, are Polynesian for "the finest."

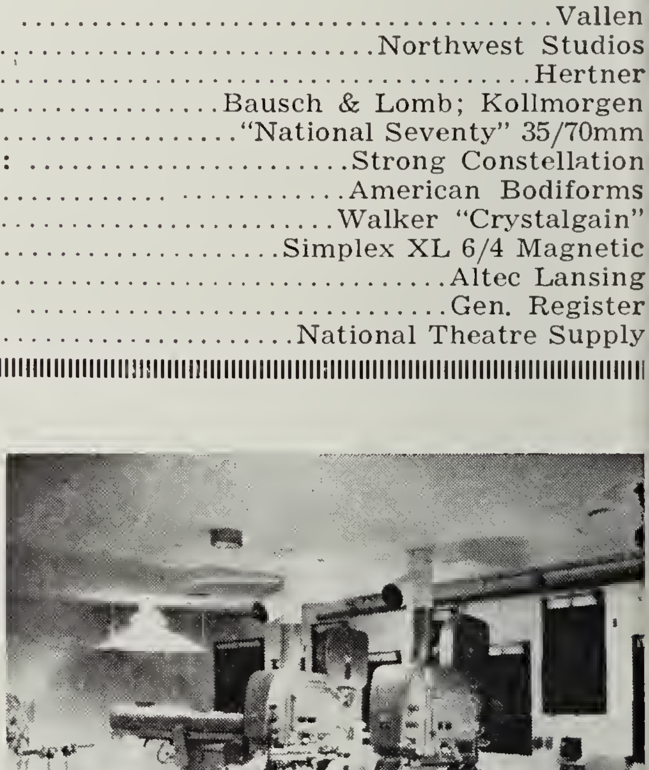
The theatre serves a rapidly growing area with a population of more than 100,000 persons which had no comparable facility in the past. Its developer had announced plans to make the Mai-Kai the hub of an entertainment center including a large, first-class restaurant. There is ample free parking on the theatre site, in suburban Livonia, Mich.

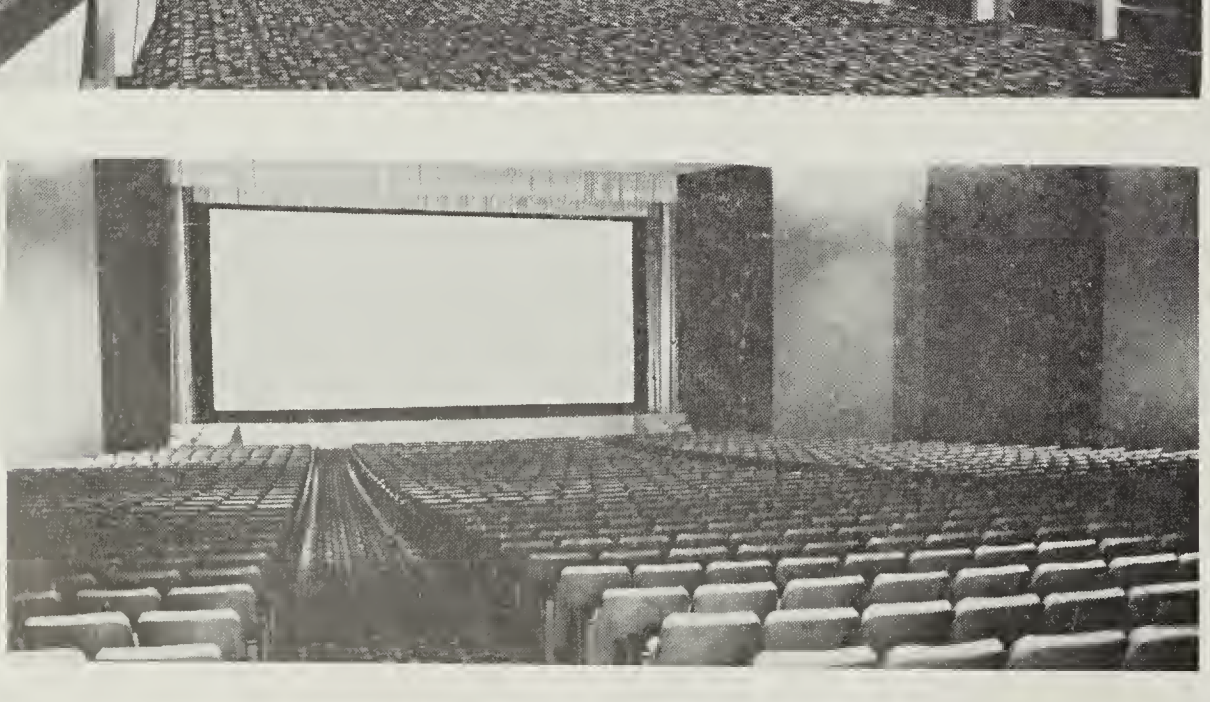
Specially designed Alexander Smith "Crestwood" carpeting, plus American's deluxe Bodiform chairs were chosen for the house.

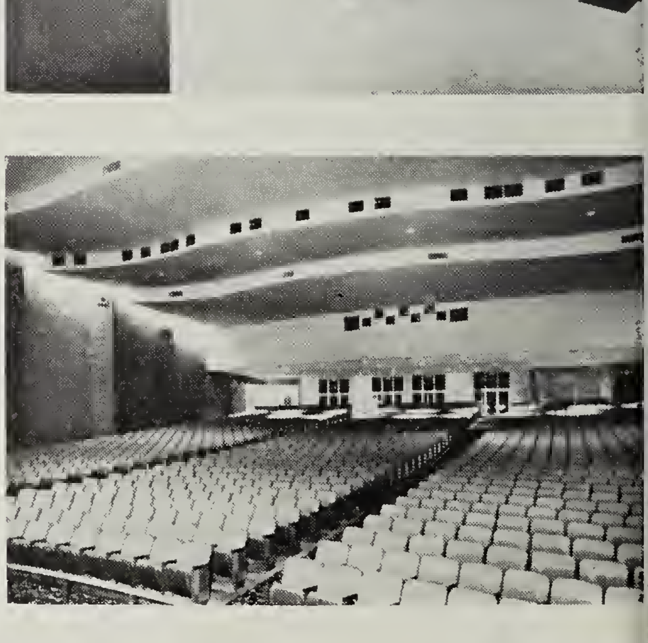
Equipment Credits

Owner:	Nicholas George
Architect:	Bennett & Straight
Seating Capacity:	1,400
Carpeting:	Alexander Smith
Curtain Controls:	Vallen
Draperies:	Northwest Studios
Generators:	Hertner
Lenses:	Bausch & Lomb; Kollmorgen
Projectors:	"National Seventy" 35/70mm
Projection Lamps:	Strong Constellation
Seating:	American Bodiforms
Screen:	Walker "Crystalgain"
Sound:	Simplex XL 6/4 Magnetic
Speakers:	Altec Lansing
Ticket Machines:	Gen. Register
Supply Dealer:	National Theatre Supply









Fox Conejo •

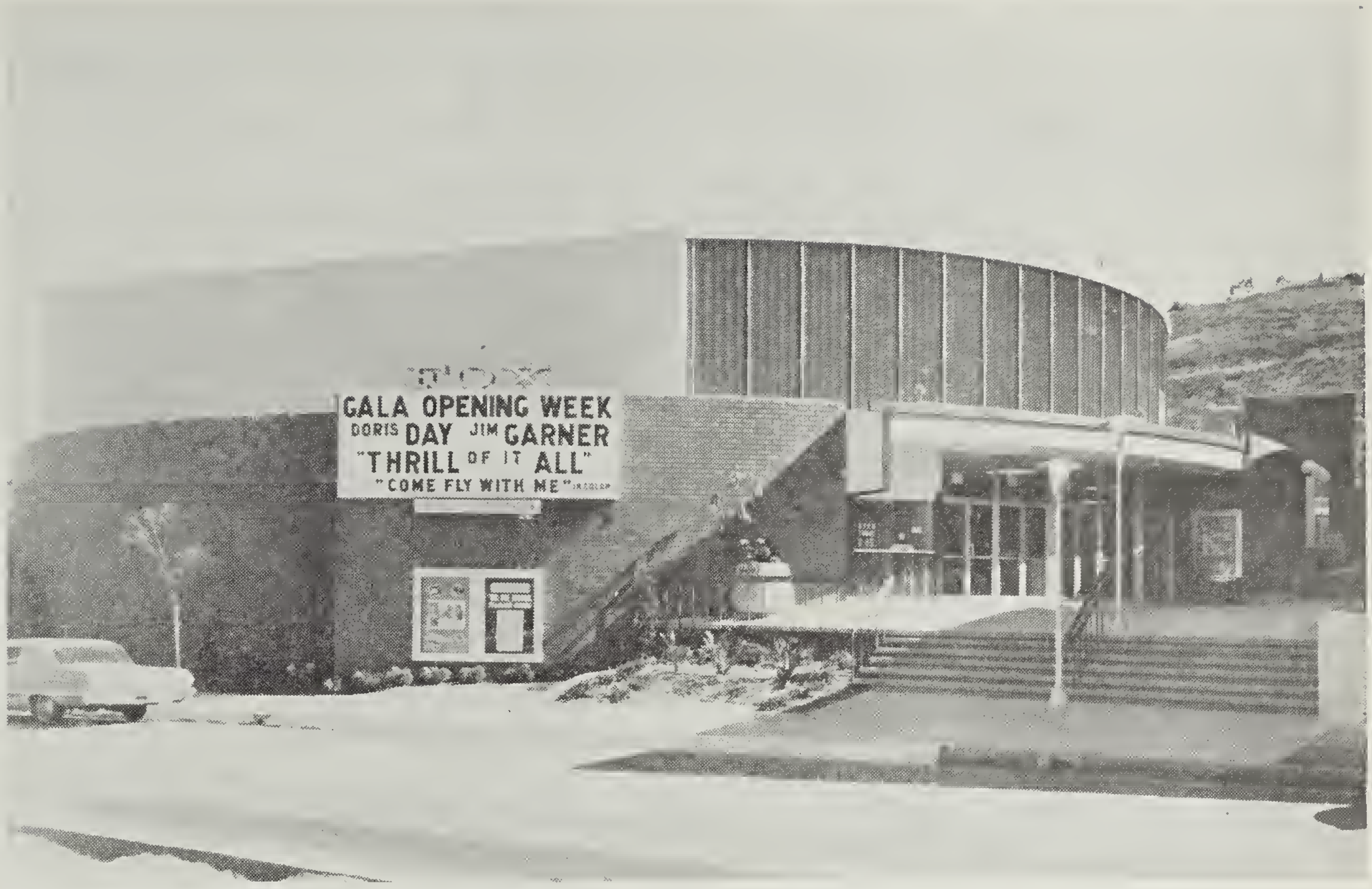
Fox West Coast Theatres, subsidiary of National General Corp., is credited with opening the $400,000 Fox Conejo in the Conejo Village Shopping Center, Thousand Oaks, Calif.

Designed to make itself visible from both traffic areas, the house harmonizes with the architectural plan of Conejo Village and the surrounding terrain. Most prominent exterior feature of the theatre is its large name signs and attraction boards.

The theatre name is backlighted with concealed neon tubing and the attraction board has two sections brilliantly lit from inside by high power, tubular lamps.

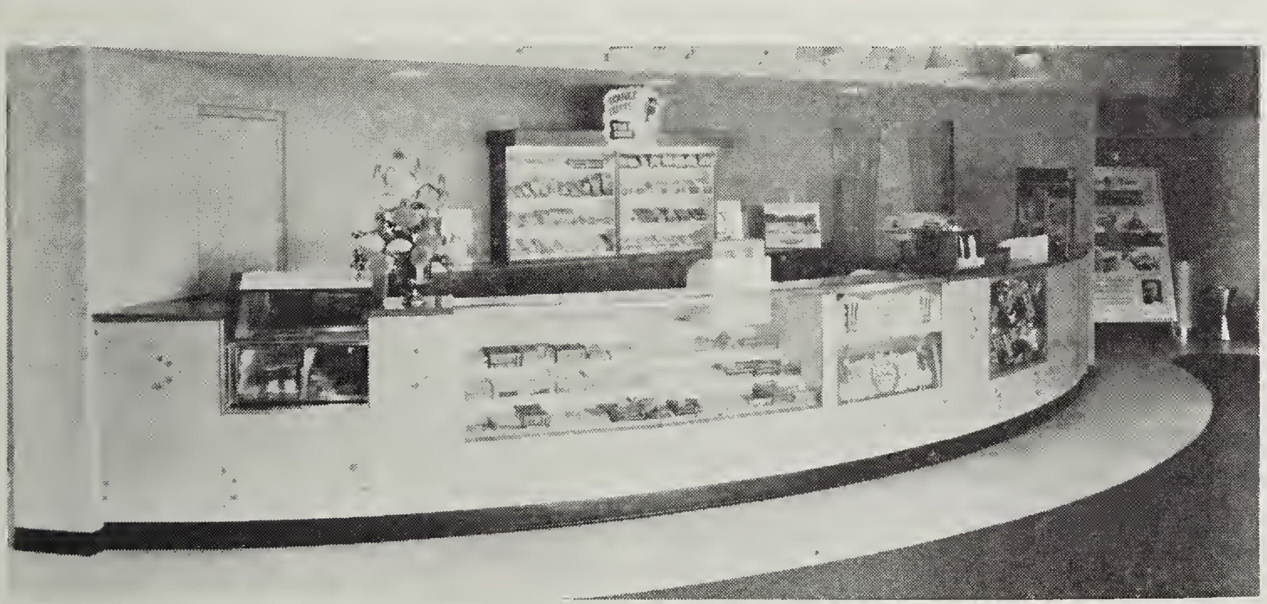
Giant floor to ceiling windows dramatize the theatre lobby, which is outfitted with a modern concession area complete with refrigeration, dishwashing facilities and stainless steel construction.

Side walls in the theatre's 854 seat auditorium are swept forward to blend with the screen wall. A one-piece, seamless, high gain screen is used, measuring 56 ft. wide by 28 ft. high.



Equipment Credits

Owner:	Fox West Coast Theatres
Seating Capacity:	854
Carpet:	Alexander Smith
Chairs:	American Bodiforms
Draperies:	R. L. Grosh & Sons
Air Conditioning:	Westinghouse
Director of Construction:	J. Walter Bantau



A completely transistorized sound system was installed, while the projection room was equipped for quick conversion to Todd-AO or any other projection system in either 65mm or 70mm wide screen format. The theatre has also been engineered with additional projection rooms so that three-panel presentations can be made.

Community •

■ The Community Theatre, Colonial American in decor but with the most modern technical equipment, was opened by the Walter Reade-Sterling organization in the Barclay Farms Shopping Center in Cherry Hill Township, New Jersey.

The theatre is Colonial, because not only the entire shopping center but an adjacent 1,000-plus residential development in this rich South Jersey community is also Early American. The Community closely follows a basic Colonial design developed by the Walter Reade-Sterling organization in the several Community theatres it also operates in other towns in New Jersey and up-state New York.

The theatre itself is situated at one end of a giant shopping center parking area, about 50 ft. back from Route #70. An attractive sign, a double face pylon, 10 feet high by 20 feet wide, and standing 20 feet off the ground is located at the curb in front of the theatre.

The theatre itself has a colonnade front of white wood pillars, instead of the usual theatre marquee. The building is barn-shaped with red board sides, and a spread-"U" brown shingled roof. The entire building is floodlighted at night.

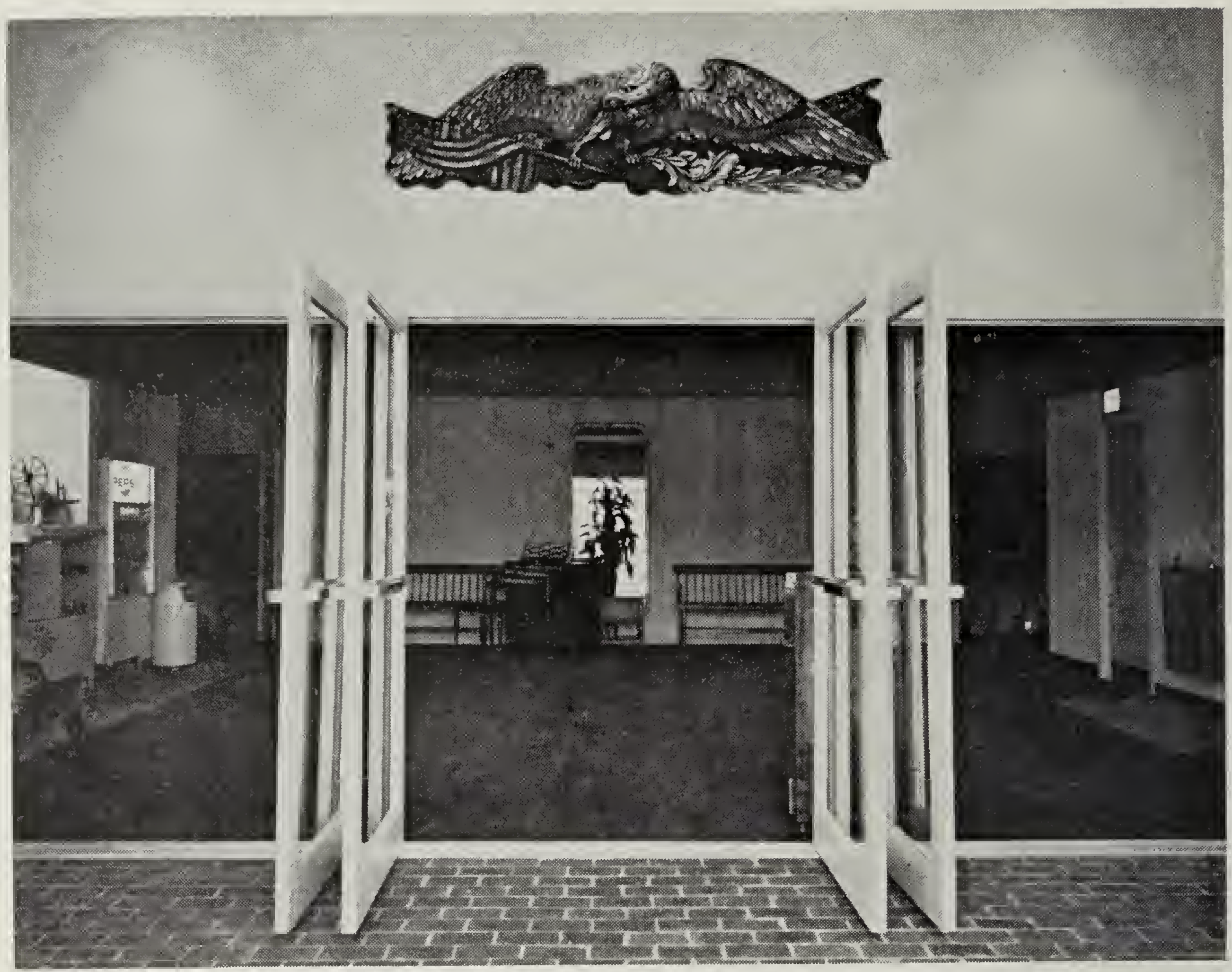
On entering the theatre, managed by William Kanefsky, the patron walks into a red brick floored outer lobby, facing inner doors over which there is a massive American Eagle. At one side of this outer lobby is a drum-shaped cashier's booth which places the cashier in full view of the patron, instead of behind the usual cashier's cage.

The auditorium is all on one floor, with the seats facing a huge curtain of blue material flecked with gold. The carpet is a matching blue; all seats have white standards with gold seats and backs. The great height of the U-shaped roof which is high above the sloping carpeted floor, gives a feeling of great spaciousness.

The projection booth is located on the equivalent of the second story behind the rear wall of the auditorium. Walls are of cinder block painted white. Most of the wall area and the ceiling is acoustically treated.

Hassinger and Schwam, A.I.A., of the Cherry Hill area, were the architectural planners for the building, and John J. McNamara, A.I.A., was the architect for the interior. Heights Construction Co. of Cherry Hill were the general contractors. Capitol Motion Picture Supply Co. furnished Griggs push-back seats which are used throughout the house. The attraction pylon letters are 17" red plastics hung on an Adler frame.

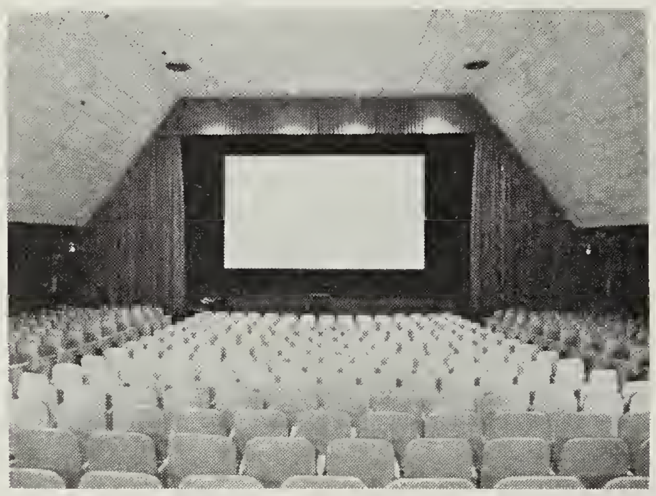
National Theatre Supply Company furnished the booth equipment which includes a Simplex Transistor Sound System, Simplex Pedestals and Ashcraft Corelite Lamps. The screen, 20 x 40, is Pearlite Seamless Technikote.

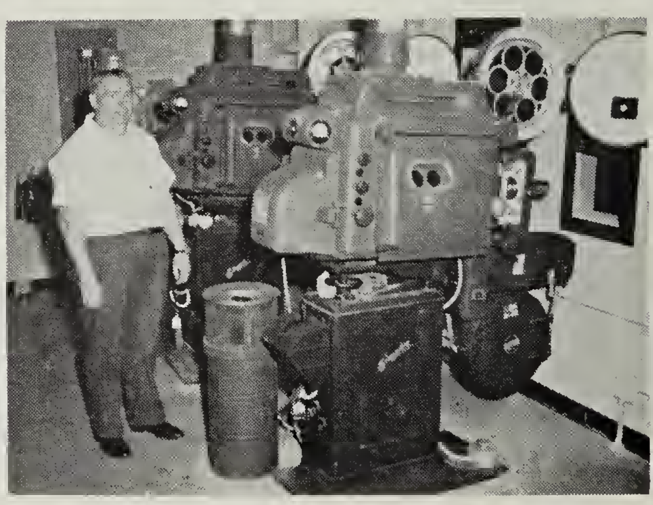


Dramatizing the early American decor of the Community is the rampant eagle over the inner doors. Patrons go from there into the blue-carpeted inner lobby, which has a Colonial mirror and two Colonial benches facing the entrance.

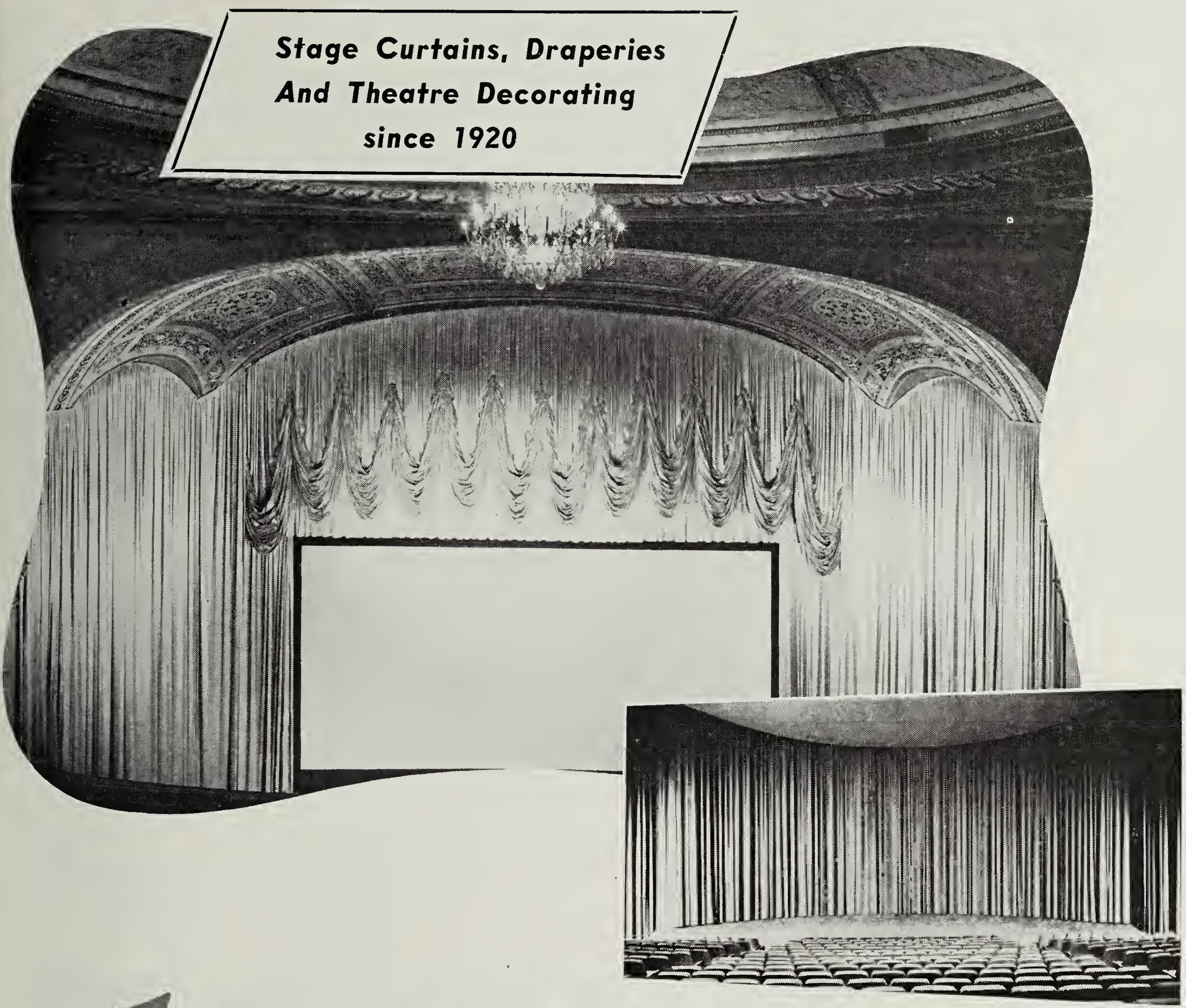
Equipment Credits

Owner:	Reade-Sterling
Location:	Barclay Farms Shopping Center, N. J.
Seating Capacity:	600
Carpeting:	Kharageusian
Chairs:	Griggs Pushback
Lamps:	C. S. Ashcraft, Core-Lites
Projectors:	Simplex
Screen:	TechniKote Pearlite
Sound:	Simplex Transistor
Vending Machines:	Continental APCO





Stage Curtains, Draperies
And Theatre Decorating
since 1920



distinctive

Theatre Decoration

From Main Street to Broadway wherever extraordinary technique is required Novelty Scenic Studios is the first choice. Whether you require a simple drapery, a stage curtain and track, or a complete decorating job—consult NOVELTY STUDIOS or have your architect contact us. We will cheerfully submit layouts, samples and estimates—without any obligation. Write Dept. TC.

NOVELTY SCENIC STUDIOS, INC.

426-432 East 91st St., New York, N. Y. 10028 • Phone TR 6-0800

INQUIRIES INVITED

44 years of unsurpassed workmanship and superior service

Partial List of
Organizations Served

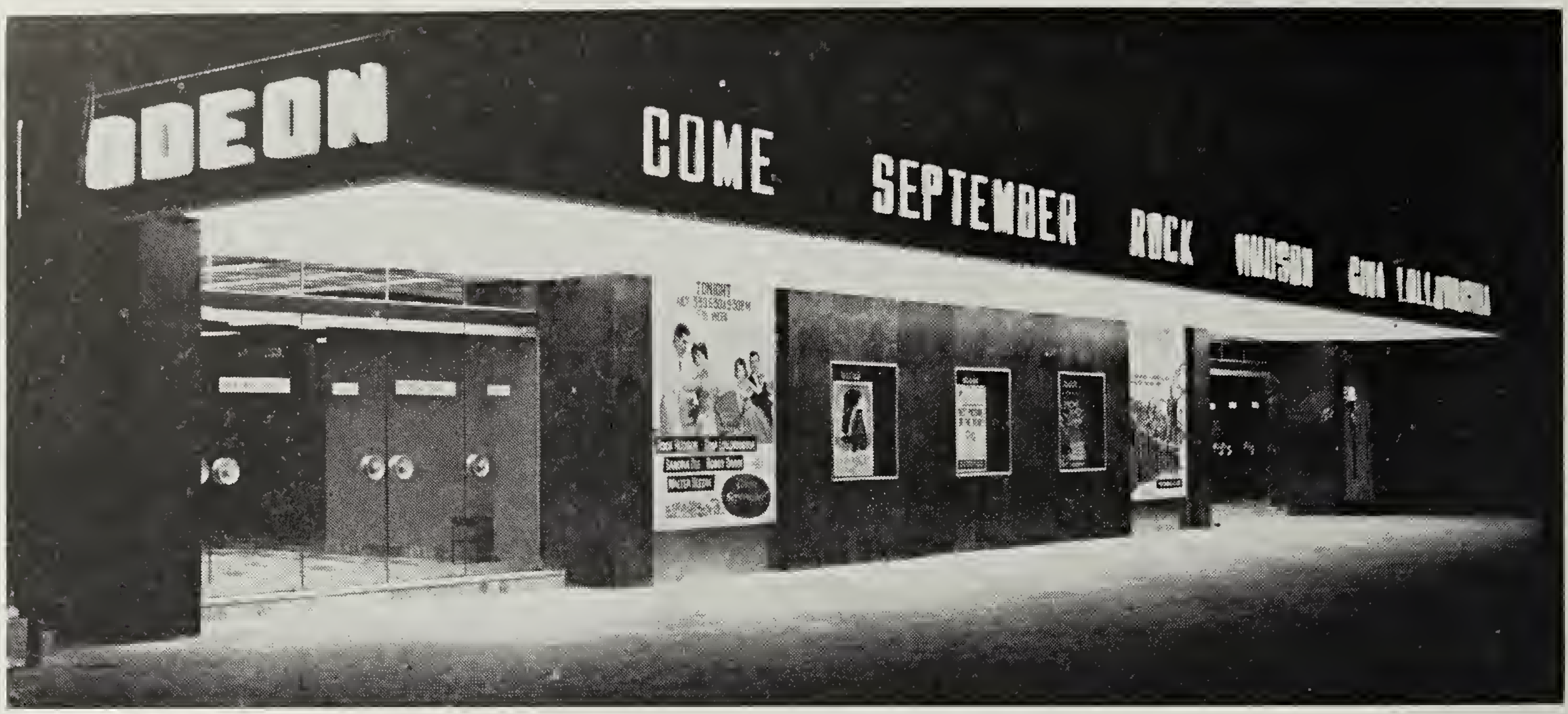
LOEW'S THEATRES	New York, N. Y.
INTERBORO CIRCUIT, INC.	New York, N. .Y
SHUBERT THEATRES	New York, N. Y.
NEIGHBORHOOD THEA. CT.	Richmond, Va.
WIELLAND & LEWIS CT.	Atlantic City, N. J.
DIPSON THEATRES	Buffalo, N. Y.
BASIL THEATRES	Buffalo, N. Y.
SKOURAS THEATRES	New York, N. Y.
CENTURY THEATRE	Buffalo, N. Y.
STRAND & CATARACT THS.	Niagara Falls, N. Y.
SHEA'S BUFFALO THEATRES	Buffalo, N. Y.
RANDFORCE AMUSE. CO.	New York, N. Y.
BRANDT CIRCUIT	New York, N. Y.
WILLIAM GOLDMAN THS.	Philadelphia, Pa.
PRUDENTIAL PLAYHOUSES	New York, N. Y.
GEORGE A. HAMID THS.	Atlantic City, N. J.
JOHN H. HARRIS ICECAPADES	Hollywood, Calif.

. . . AND MANY OTHERS

• PAINTING • DECORATING • CONTOUR CURTAINS

DRAPERIES • STAGE CURTAINS • CURTAIN TRACKS AND CONTROLS • WALL COVERINGS

Odeon · New Delhi



CLAIMED to be India's most modern showcase, the air-conditioned Odeon in New Delhi reflects the advances being made in theatre design and decor the world over. Isherdas Sahni & Brothers, a family concern with a long time connection with exhibition in India, commissioned the firm of Master, Sathe, & Kothari, noted architects and engineers, to create the theatre seen on this page.

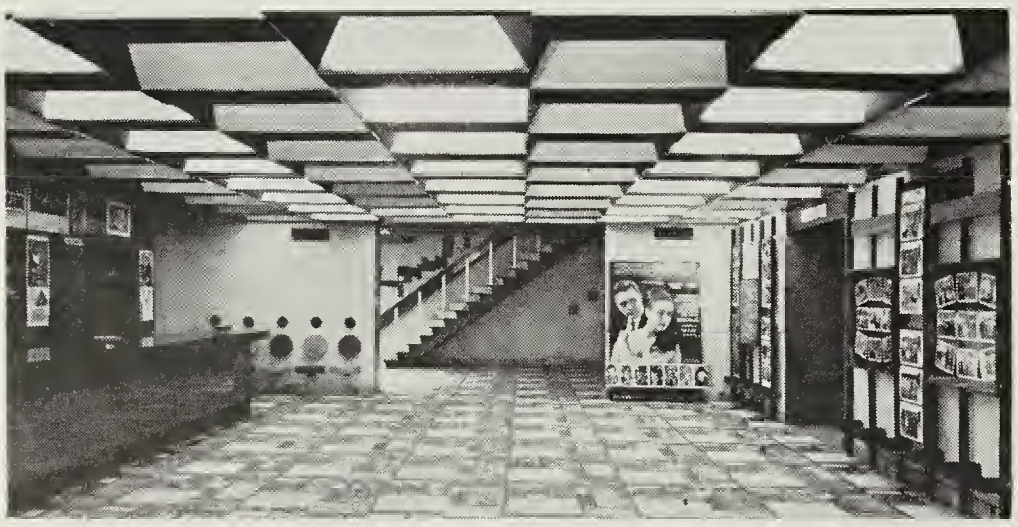
Located in the heart of New Delhi and encircled by the famous Connaught Palace, the theatre features a grand foyer leading from the entrance lobby to the auditorium that is a symphony of color. Composition marble flooring is striking in design, and the ceiling is a soft charcoal grey.

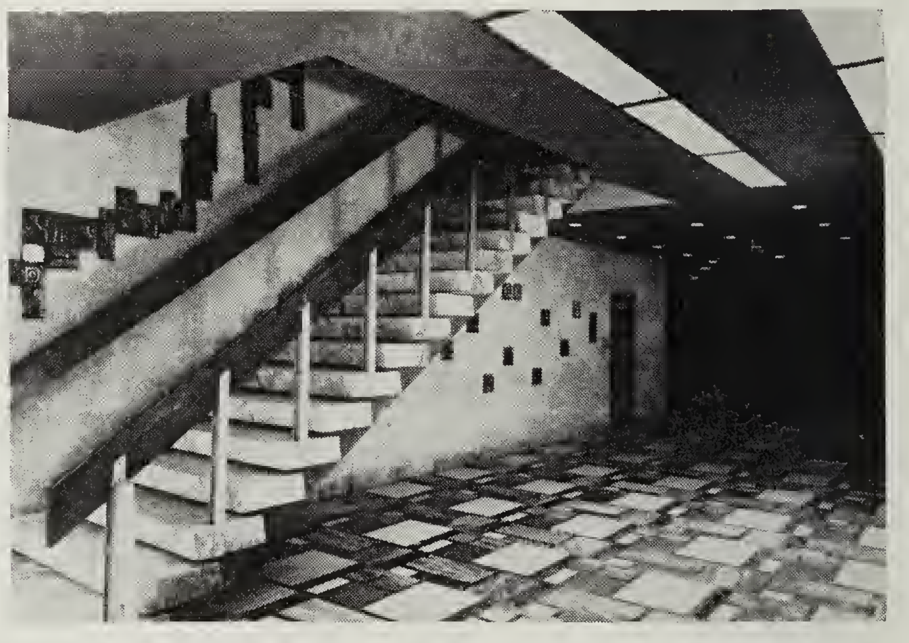
A 25 foot counter on one side provides a snack and drink area, and the other side of the foyer is highlighted by display panels advertising current and feature attractions. A cantilevered marble stair case leads to the balcony, and side walls are in bright vermillion and yellow ochre.

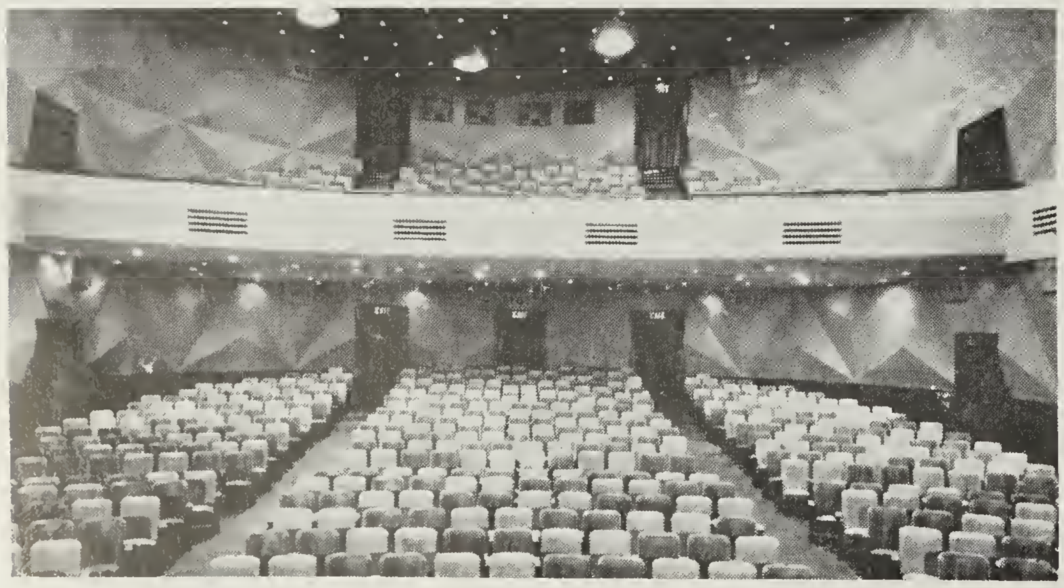
The Odeon has been compared by visitors to the famed Taj Mahal, and not without some justification.

Equipment Credits

Owner:	Isherdas Sahni & Bros.
Location:	New Delhi, India
Modern Ceramic Art:	Satish Gujral
Sound:	Westrex
Seating Capacity:	830
Architect:	Master, Sathe, and Kothari







TORRANCE
DRIVE IN THEATRE
JOHN DEREK • DIANA LYNN
"AN ANNAPOLIS STORY"
STERLING HAYDEN SHOTGUN
Y DECARLO
BOTH IN GORGEOUS COLOR
AN ALADDIN THEATRE
EXIT
DO NOT ENTER
4"
6"
8"
10"
12"
17"
24"
31"
BRIDGES AT TOKO-RI
GRACE KELLY
TECHNICOLOR

The ONLY Complete Line of Changeable Plastic and Cast Aluminum Letters . . .

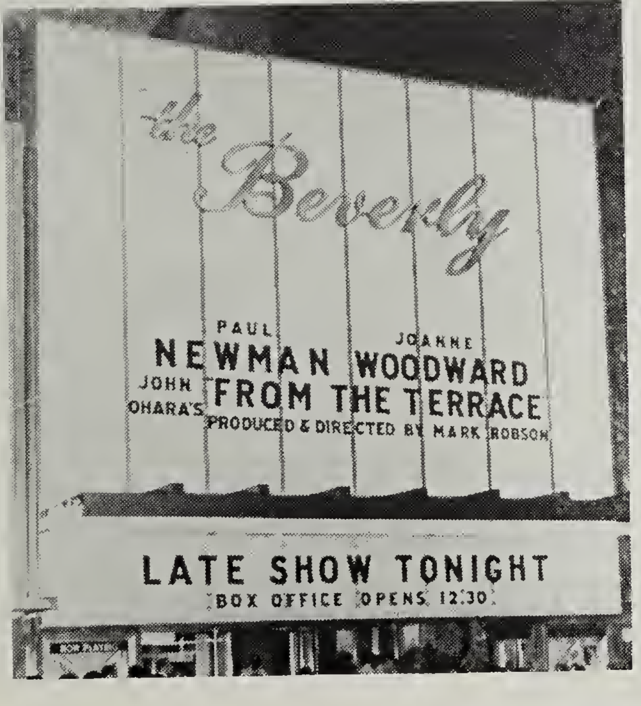
For Drive-In Signs, Marquees, and All Attraction Panels

Brilliant, Dramatic . . .

ADLER

CHANGEABLE LETTER DISPLAYS

163 RD ST.
THEATRE
NOW SHOWING
DORIS DAY
REX HARRISON
MYRNA LOY
MIDNIGHT LACE


the Beverly
PAUL NEWMAN
JOANNE WOODWARD
JOHN OHARA'S FROM THE TERRACE
PRODUCED & DIRECTED BY MARK ROBSON
LATE SHOW TONIGHT
BOX OFFICE OPENS 12:30

EXCLUSIVE! ADLER "THIRD DIMENSION SNAP-LOK" and REGULAR-LUG PLASTIC LETTERS

WORLD'S LARGEST and most complete line—4", 6", 8", 10", 12", 17", 24", 31"—for greater impact than ever before. Only Adler offers the original patented "Third Dimension Snap-Lok" Changeable Letter that won't blow off or fall off the sign. Wind and weather tested for many years all over the world—they cling tight even in a storm, yet are easy to change. Adler Letters are strong and durable, easy to read at a distance, available in brilliant red, blue, green and opaque black.

EXCLUSIVE! ADLER "THIRD DIMENSION" CAST ALUMINUM LETTERS

In 4"-6"-8"-10"-12"-16"-24" sizes. WE GUARANTEE FREE REPLACEMENT of every "Third Dimension" Adler Cast Aluminum Letter you break and return. All sizes from 8" to 24" in both Plastic and Cast Aluminum are interchangeable on the same frames.

EXCLUSIVE! ADLER FRAME UNITS WITH GLASS OR PLASTIC

Made of 18-8 Stainless Steel and reinforced for extra strength and rigidity, Adler Frames are the strongest you can buy. PERFECT FOR SIGNS OF ANY HEIGHT, ANY LENGTH; curved and mitered frames can be made to fit any opening. *Delivered to you completely glazed and ready for installation.* Available in Regular Type or exclusive "Remova-Panel" frames.

EXCLUSIVE! ADLER "REMOVA-PANELS"

For easier maintenance in less time. Cleaning, repair and replacement are done anywhere in the sign without lifting out large, heavy frame units.

EYS FULL
JUST LIFT IT OUT

EXCLUSIVE! ADLER LOW-COST "SECTIONAD" DISPLAYS

This is a most economical Changeable Letter Display. Background is baked enamel steel, with stainless steel bars positioned to hold letters of all sizes. *The ONLY sign of its type that comes completely assembled in any height, any length.* Ideal for Drive-In Theatre Approach Boards.

EXCLUSIVE! ADLER MOUNTIES

Cast Aluminum Letters that can be bolted to any wall for permanent building or theatre identification.

SAVE ON FREIGHT

Adler Equipment is shipped to you F.O.B. Chicago or Los Angeles, whichever is closer.

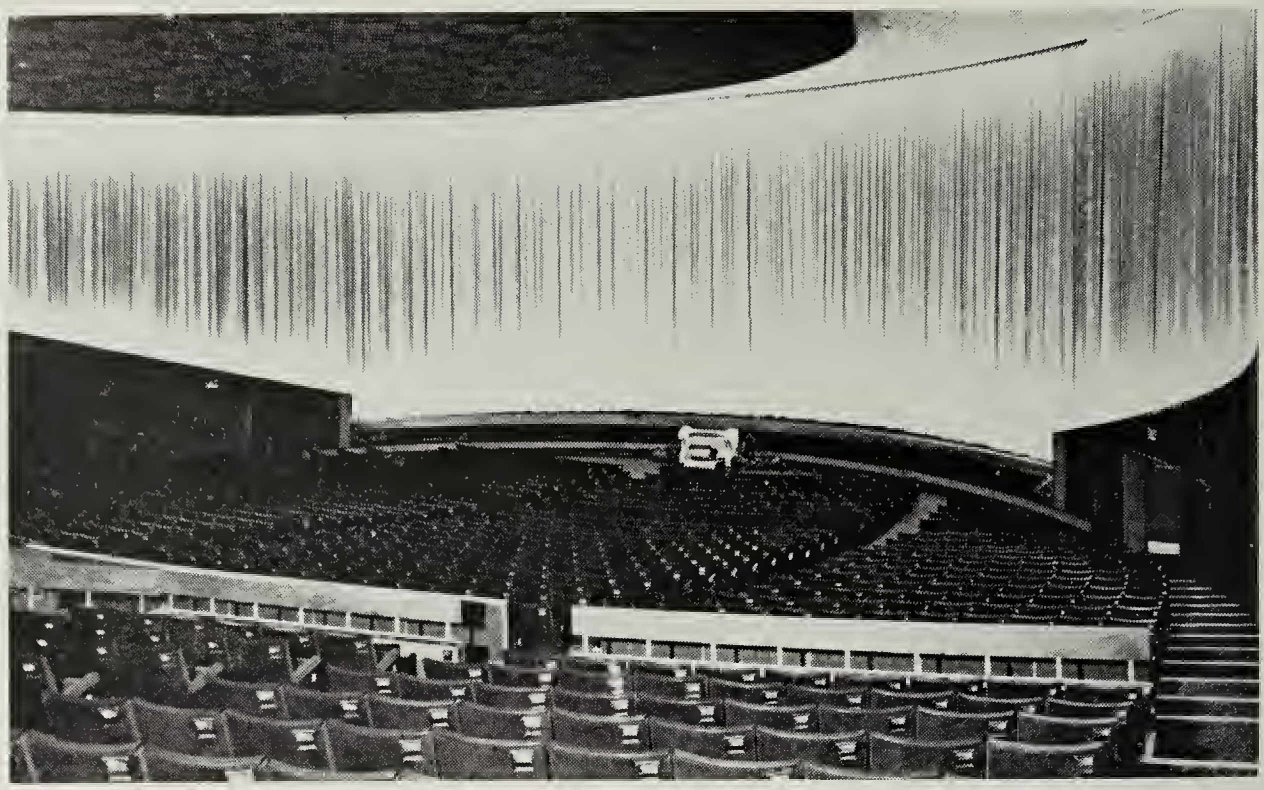
For more information about ADLER DISPLAYS, call your distributor or write for FREE CATALOG to:

ADLER SILHOUETTE LETTER CO.

General Offices: 11843 WEST OLYMPIC BOULEVARD, DEPT. TC
LOS ANGELES 64, CALIFORNIA

Los Angeles—Chicago—New York—Toronto, Canada—London, England

ABC Cine-Bowl



Surround curtain in striking gold sets off auditorium of new ABC Cine-Bowl.

■ The Associated British Cine-Bowl, located in Hanley, Stoke-on-Trent, which cost $1,500,000 to complete, is the first entertainment center of its kind in Great Britain.

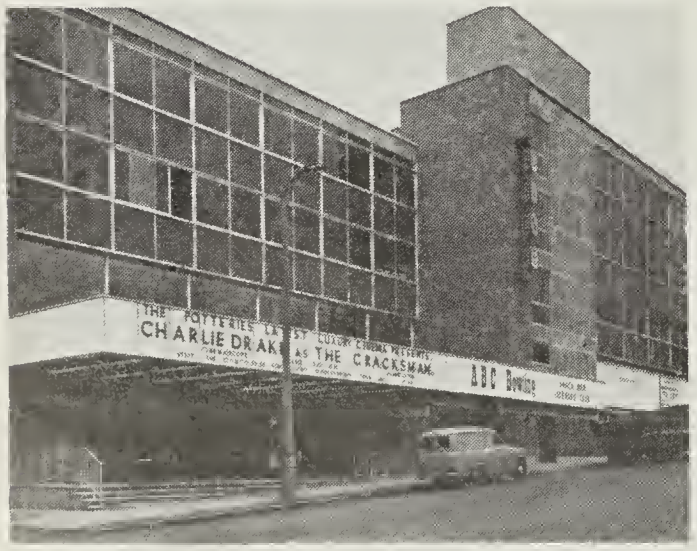
Occupying a former factory site, the 1,320 seat theatre can present 35mm and 70mm features, and offers patrons the use of a 28-lane bowling alley.

The front of the building, which includes three floors of lettable office space, uses aluminum-framed windows, dark green fibreglass panelling, facing brick, and exposed aggregate slabbing.

An 88 ft. long illuminated marquee dominates the front of the structure. A canopy soffit of slatted timber, together with the clean lines of the entrance, creates an aura of spaciousness about the entire front. The boxoffice and sales kiosk is placed centrally between the entrances in the lobby to the cinema and bowling alley. The auditorium is reached by a spacious stairway, flanked on either side by timber and terrazzo walls. Twin vomitories lead to a stadium-type auditorium, which required elaborate acoustical treatment to deaden noise from the bowling lanes above. Simplicity of design, evident in the photographs, dominates. Wall panelling of dark blue edged with polished timber sets off the dramatic gold curtain, which sweeps the side walls and creates a circular effect in the auditorium.

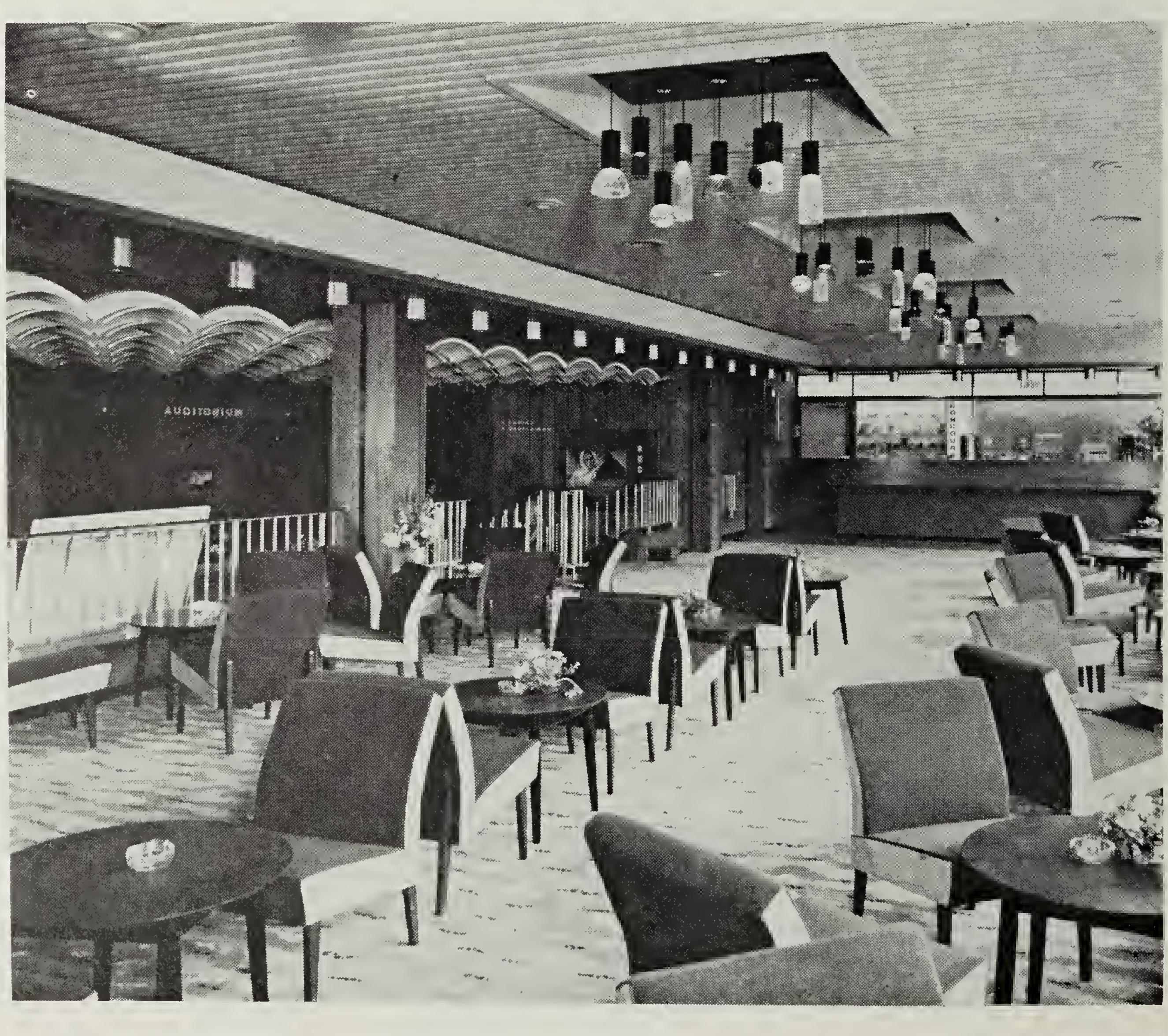
For perfect film presentation, Philips 35/70mm projectors were chosen, using Mole-Richardson Super 70 lamps operating at 150 amps. A first for the country is the ten-channel transistorized sound system. Five dual-channel speaker assemblies are located behind the screen, with 25 audience speakers located in the auditorium ceiling.

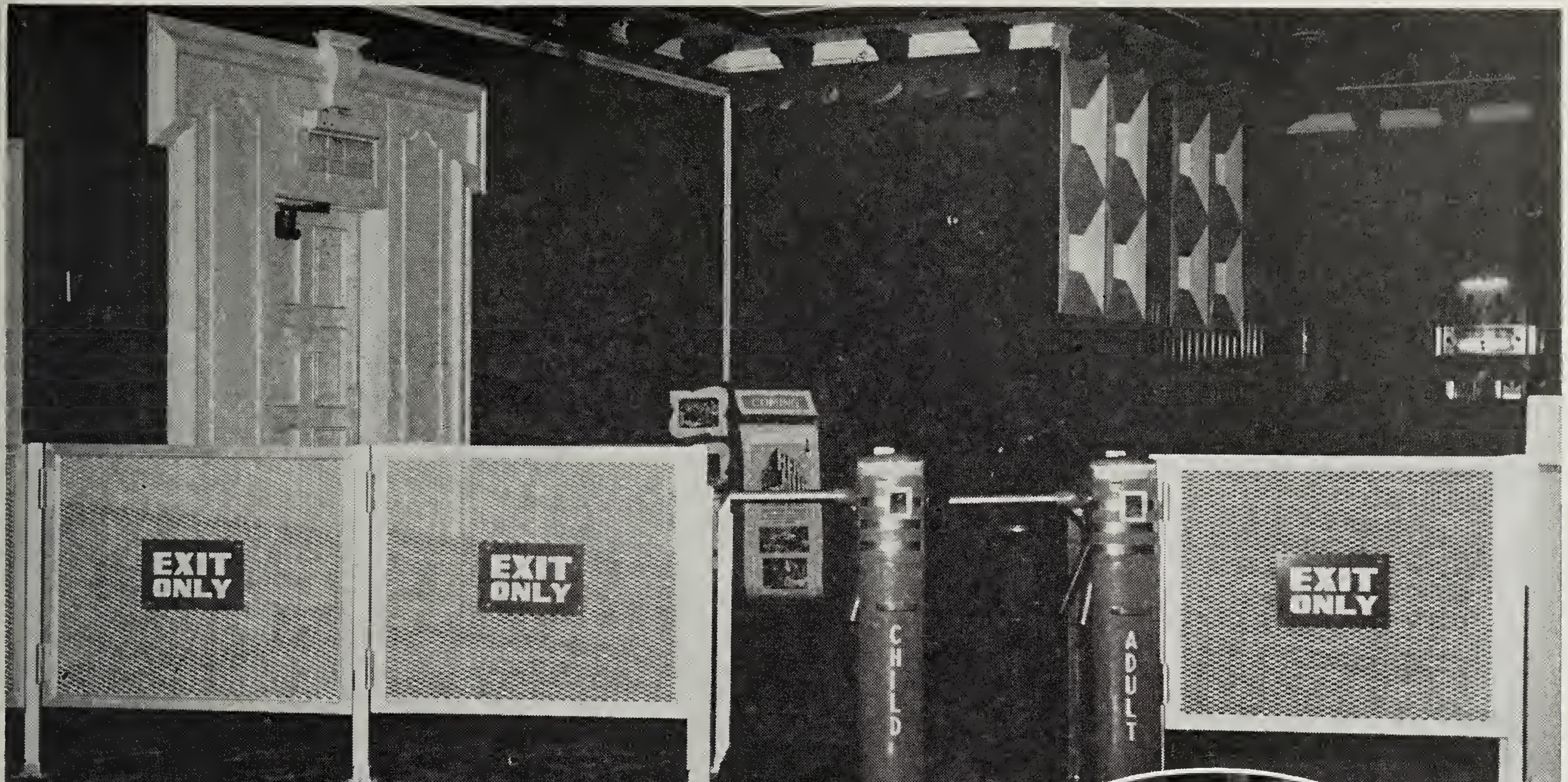
The air conditioning facilities can handle 25,000 cu. ft. per minute.

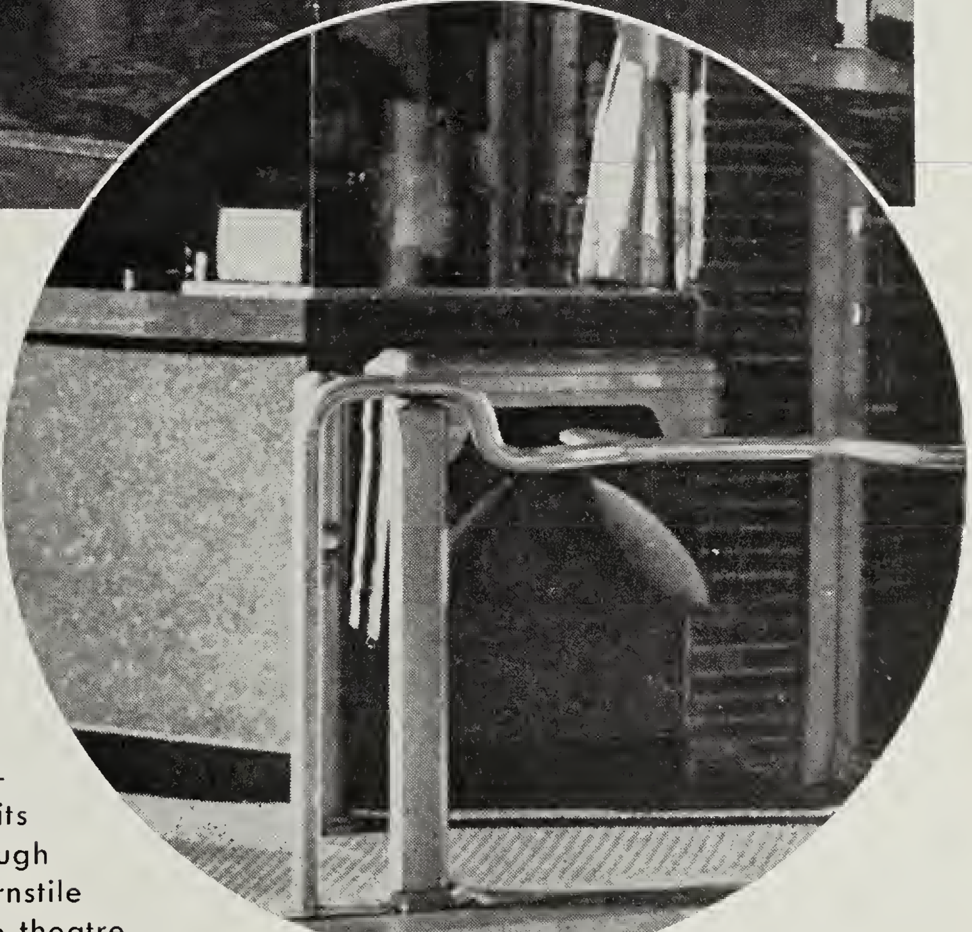


THE POTTERIES LATEST LUXURY CINEMA PRESENTS
CHARLIE DRAKE AS THE CRACKSMAN
ABC Bowling

Site once occupied by factory is now given over to large, 1,320 seat motion picture theatre and bowling alley, located on floor above the theatre's auditorium.



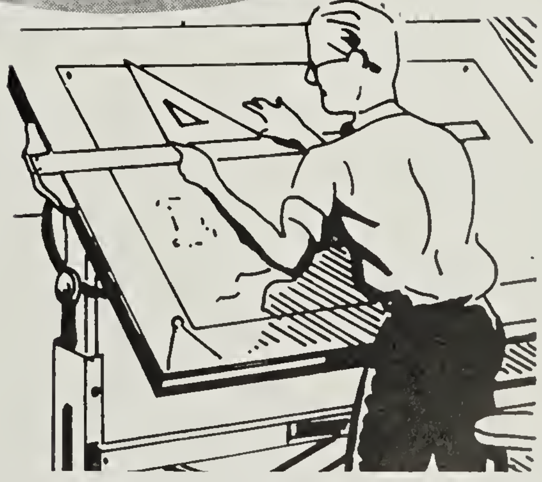




PROVEN TURNSTILE SYSTEMS REDUCE COSTS

TURNSTILE and TOKEN SYSTEM— A modern innovation in theatre admission systems which requires a minimum of employees for operation. Using Perey "Coinpassors," turnstiles that accept admissions in the form of metal tokens, Adults, Children and Pass Patrons are automatically permitted to enter the theatre after each has deposited the proper token in the turnstile. Tickets and Ticket Takers are eliminated in this system. The Refreshment Stand Clerk doubles as token cashier during the slower periods. Illustrated above is a typical installation using one turnstile for child admissions and the others for adults.

CASHIER TURNSTILE SYSTEM — In this effective yet simple operation, the cashier collects admissions and permits patrons to pass through the Perey Theatre Turnstile for entrance into the theatre. No Tickets or Ticket Taker are required. The turnstile automatically registers each admission as the patron passes through, thus giving a positive check against the cashier's receipts. The turnstile is usually furnished with two registers to record children's admissions as well as adults. A child indicator is illuminated to show each child admission that has been registered. This theatre admission system is designed to take a minimum of space. The Perey Theatre Turnstile is of the two passage type, permitting free exit at any time. Illustration in the center is typical of the cashier turnstile system.



APPLICATION ENGINEERING—Planning an efficient theatre entrance and exit control involves technical problems that must be solved correctly. Perey Application Engineers, with over a half century of experience in the design of turnstile systems, offer their services in the solution of your problem.

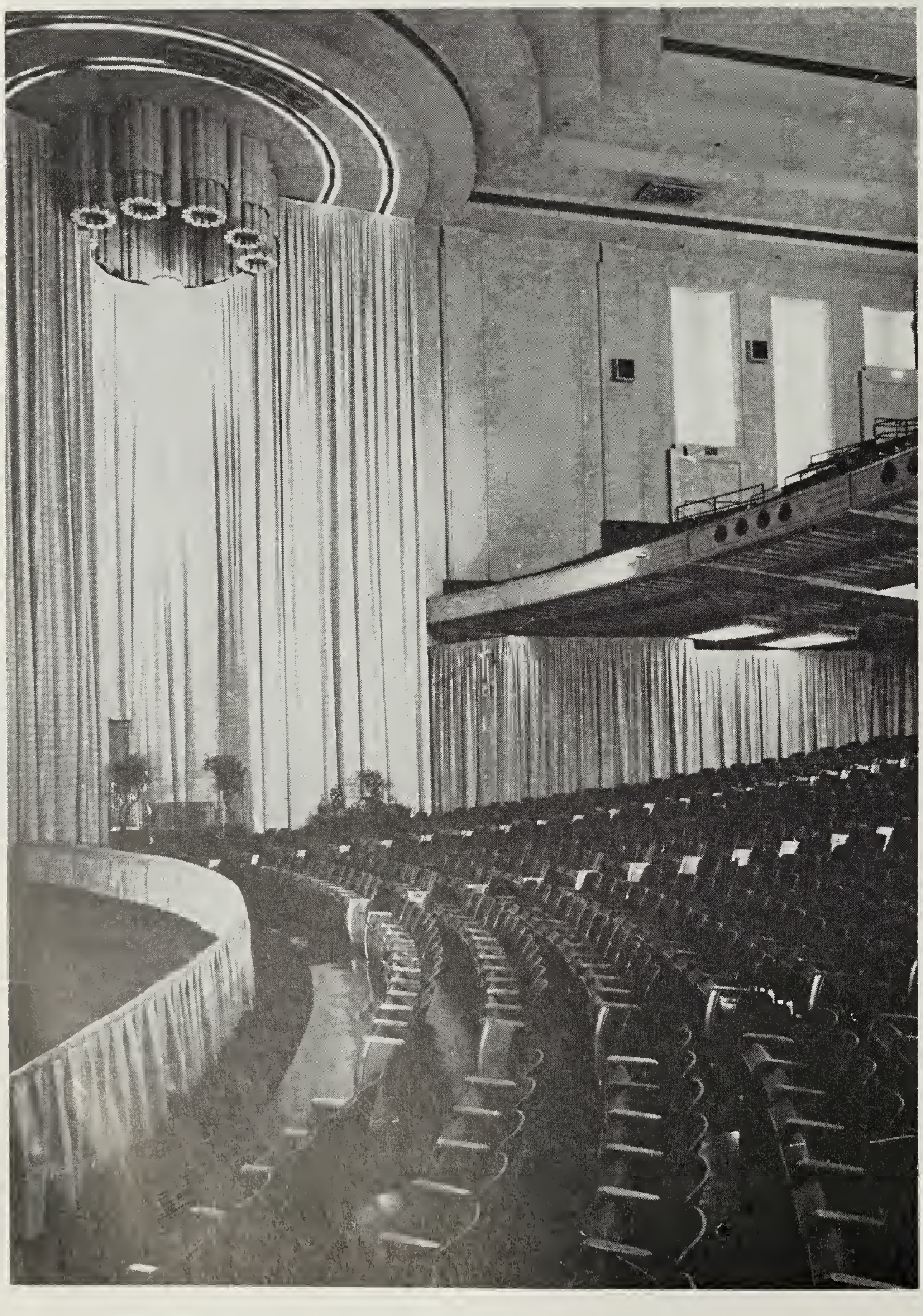
PEREY TURNSTILE COMPANY

106 East 41st Street **New York 17, N. Y.**

DOWNTOWN FIGHTS BACK

RKO
International
70
RKO 70
RKO 70
OTTO PREMINGER'S
"THE CARDINAL"
TECHNICOLOR
70 MILLIMETER
GIANT SCREEN
STEREOPHONIC SOUND
CONTINUOUS SHOWING

Palaces Dust Off The Gilt And Push Comfort



■ The curb to screen renovation of the Old Denver Orpheum into the first RKO Theatre to bear the name RKO International 70 might be taken as the answer of the older downtown first-runs to cries of obsolete, outmoded, and unprofitable.

What has happened to this theatre has already taken place in countless others located in our big cities. Seating capacity was reduced from 2,700 to approximately 1,200, a practice now widespread, enabling spacing between audience and screen, and between rows of seats, to be increased for the sake of added comfort.

The Denver RKO International 70 has screen facilities making possible presentation of features in 70mm wide screen processes. The theatre is equipped to handle any process, with the exception of the three panel Cinerama features.

Included in the renovation were the new projection and sound systems, a new marquee, a new front, a new lobby, new surround curtain, and a complete redecoration of the interior. The circuit will equip other large, downtown theatres in its chain for 70mm presentations and update them as additional members of its International 70 "chain within a chain." Included in RKO's plans are similar projects in Boston, San Francisco, Cincinnati, Columbus, Dayton, Syracuse, Rochester, and several theatres in the N.Y. metropolitan area.

A full length, floor to ceiling surround drape dramatizes the front of the large auditorium.

Like many of the other downtown palaces, the towering columns, the magnificent theatre organ, the concert hall size of this house dated it as clearly as a cigar store Indian. Even the mid-city locations of these flagships, once their principal asset, has worked against them with the demand of the public for adequate, free parking space.

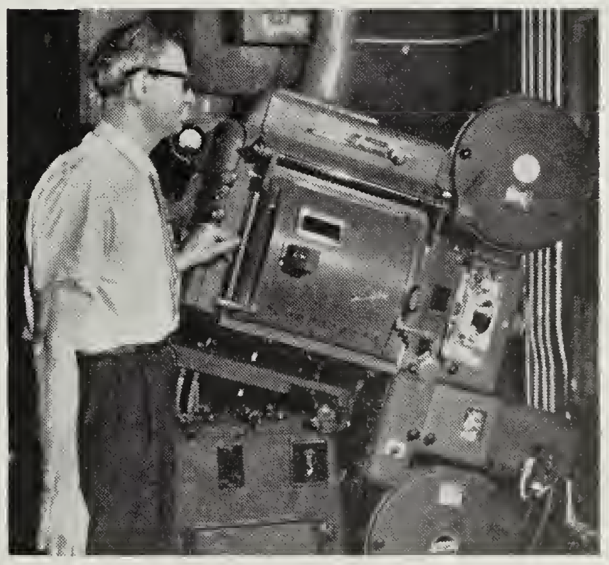
The recognizable advantage of the big downtowner in the competition with the newer suburban first run situations has increasingly proven to be size. The smaller neighborhood situations find it more difficult to convert to 70mm wide screen exhibition for economic reasons and lack of space.

Large houses such as the RKO International 70, Denver, are discovering that they have this valuable space, and are making the most of it by gearing to product requiring a large theatre for maximum effect.

When the eyes of the world were on the screen...

Simplex equipment was in the projection room...

New York's first International Film Festival was probably the most important event of its type ever held in the United States. It took place this past September at the magnificent Philharmonic Hall at Lincoln Center for the Performing Arts, and was the type of occasion, and setting, that called for the most advanced, most trustworthy projection equipment available. That's why the management of Lincoln Center had National Theatre Supply Company install a Simplex XL Projection and Transistor Sound System—the equipment used in so many famous theatres throughout the world. Incorporating every new engineering advance as well as many exclusive features . . . Simplex is recognized throughout the industry as the finest professional projection equipment being built today.



Projectionist Louis Schneider is shown with one of the Simplex XL projectors permanently installed in the projection room of Philharmonic Hall.

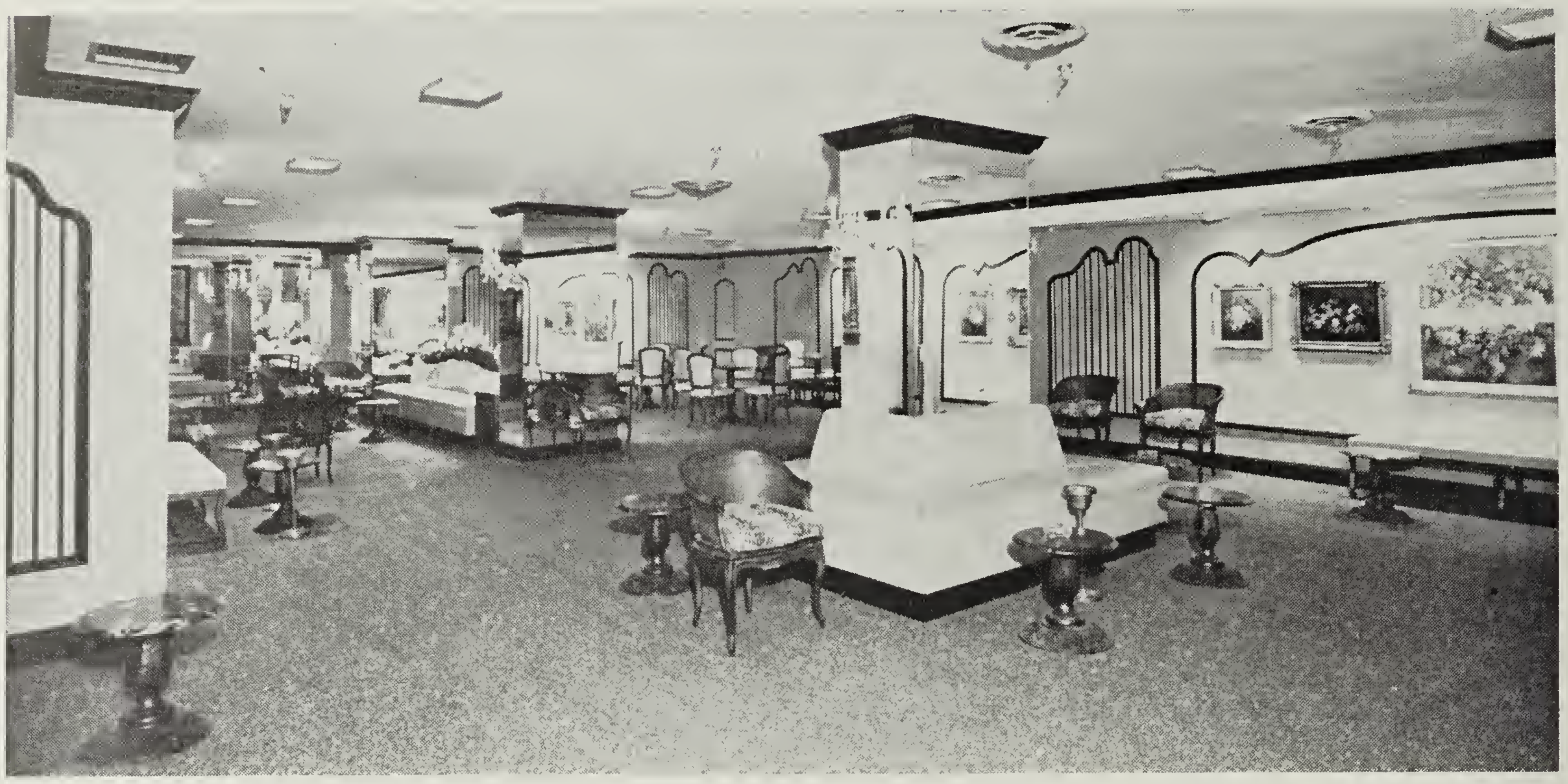
Simplex® X·L | **PROJECTION and SOUND SYSTEMS**

Distributed by

N.T.S. National
THEATRE SUPPLY COMPANY
Home Office: 50 Prospect Ave.,
Tarrytown, N.Y. MEdford 1-6200
Subsidiary of General Precision Equipment Corporation GP

Branches from Coast-to-Coast: ATLANTA • BALTIMORE • BOSTON • BUFFALO CHARLOTTE • CHICAGO • CINCINNATI • CLEVELAND • DALLAS • DENVER • DES MOINES DETROIT • HOT SPRINGS • INDIANAPOLIS • KANSAS CITY • LOS ANGELES • MEMPHIS MILWAUKEE • MINNEAPOLIS • NEW ORLEANS • NEW YORK • OKLAHOMA CITY • OMAHA PHILADELPHIA • PITTSBURGH • SALT LAKE CITY • ST. LOUIS • SAN FRANCISCO

FESTIVAL — N.Y.C.



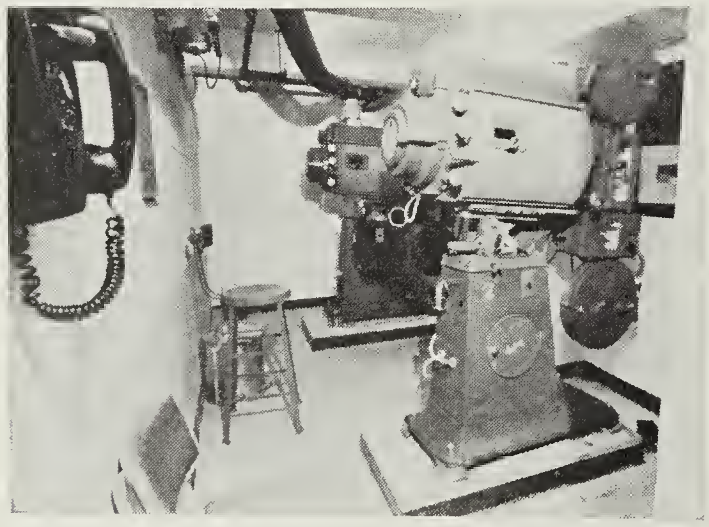
ACCORDING to Simon B. Zelnik, N. Y. architect commissioned to create the Festival Theatre in the former location of the Milgrim store, an engineering "miracle" was needed to transform the store space into a theatre. But with Manhattan space at its usual premium, the miracle was accomplished by removing six large supporting columns from the building and replacing them with transverse beams, without any settling in the stories above the theatre.

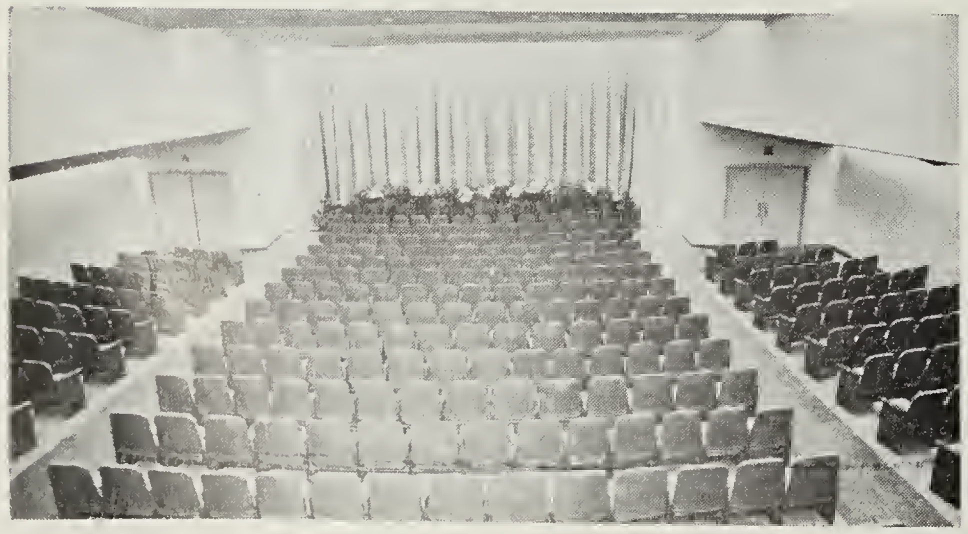
The East Side theatre features Byzantine glass mosaics and etched terrazzo in its lobby area and two sumptuous lounges. Featured in the downstairs are two separate areas, decorated respectively in French and Italian motifs. Special areas in the lounge are devoted to picture galleries, coffee bars, and seating.

For the inauguration of the house, a special exhibit of paintings spanning five centuries were on exhibit. At intervals, new displays are hung in the lower lounge, running the whole depth of the house.

Equipment Credits

Owners:	Embassy
Architect:	Simon B. Selnik
Acoustical:	Jacobson & Co., Inc.
Decorator:	Ellen McCluskey
Projectors:	Century
Lamps	Peerless
Seating:	Joe Hornstein, Inc.
Sign:	Interstate Neon
Seating Capacity:	600
Supply Dealer:	Joe Hornstein, Inc.





A Look At The Theatre Of Today

Noted Architect Discusses Site Selection, Leasing Arrangements, Picking Construction Materials, Budgeting, And Allied Topics

EDITOR'S NOTE: Architect Drew Eberson remains perhaps the most influential man regarding the design of theatres the world over. Mr. Eberson's career in motion pictures has taken him into exhibition and production as well as architecture. This year, at our industry convention in New York, Mr. Eberson delivered the following address on many aspects of theatre operation, including new innovations in design, comments on the current "boom" period, construction costs, and factors influencing location. We are reprinting his address in full, after having given Mr. Eberson's remarks summary coverage in an earlier issue of Motion Picture Exhibitor this year, feeling that all members of the industry faced with the problems of contacting shopping center developers, evaluating construction materials and techniques, financing, and allied topics, will find in the architect's insights and opinions, many valuable guidelines derived from his lifelong connection with the industry.

AN architect, and particularly a theatre architect, has a larger scope of participation in a theatre project than is generally understood. I have been fortunate to be able to obtain in this motion picture industry an unusually broad scope of experience. My father had me checking concrete pour in the old vaudeville houses under construction when I was six or seven years old.

I am doubly fortunate in that not only have I been brought up within the industry in the architectural and engineering field, but for a few years I was an exhibitor operating my own theatre in Florida. I gained an appreciation of the trials and tribulations with that dreadful dragon best known as the distributor which is one of the reasons I am an architect today.

During the depression years when theatres were being held together with baling wire, adhesive tape and a prayer, and architects were peddling apples, I took Greeley's advice and went west to Hollywood and spent eight years in motion picture production serving as an assistant director, production manager and finally directing a few pictures. I know some exhibitors have played the late Buck Jones pictures which I directed.

My theme is the theatre of tomorrow, an auditorium functional in design, a comfortable seat with plenty of leg room and sufficient lighting to prevent groping and tripping; a lobby and foyer with attractive eye appeal, colors harmoniously blended to soothe and yet be admired and a sales area with a head-on shot and equipment which blends with the architectural design and with no unsightly bulges, and I thought back of other conventions and other presentations made through the trade papers in which some inspired architect created a fancy dream with flying buttresses, projection rooms in the middle of the theatre—all sorts of exotic and flamboyant designs. These were pure fantasies and were never built. You exhibitors are down to earth persons. Despite the artistic approach, there are two big governing factors—how much? Will it pay off?

The service of the dedicated theatre architect has not changed since the early pioneer days. I remember starting out in this business as a boy when father was building the opera houses. He helped raise the funds, held off payments to contractors until the box office was open, designed the ushers' costumes, helped take tickets at the opening, wrote the opening ads and in some cases even helped book the picture. The problems of the exhibitor have not changed a great deal and in my case, I hope, the service of the Eberson organization has not changed either. But the public taste has changed and I believe that it is important that we recall the evolution of the theatre.

During the 1920's the boom was on. We were designing and opening at least one theatre a month. The seating capacities were between 2,000 and 5,000 seats. The "golden age" of the motion picture palace was with us. Cost budgets were not too important—get it done—have it bigger, grander, more ornate and more palace-like.

Then came the depression and from then on there were peaks and valleys in theatre construction. During the 30's and 40's there was construction principally by the independent exhibitors and the watchword was economy. High cost of certain types of labor ruled out ornamental plaster, iron work and bronze, etc. We then created a theatre by using extremely simple lines and a great deal of color-splashes—so-called "modernistic."

In the late 40's and early 50's when very little theatre construction was being done, my office was fortunate in obtaining and building many interesting commissions from overseas untouched by T.V. in Mexico City, San Salvador, Venezuela, Panama, Alexandria, Nairobi and Durban in South Africa, and a 2,000 seat house in Tel Aviv with a bomb shelter. In addition we were hired by the United States government to design many military projects including several bases in France, work at West Point and the design of military theatres.

In the foreign work the problem was to utilize local customs and local building practices, bringing in the American concept of design and projection and sound techniques without forcing on the "know it all" attitude. It is interesting to note that in many foreign lands the theatre going public have adopted customs of the American public. In some countries certain religious sects will not use the same drinking fountain; in other countries the exhibitor would not allow me to install a drinking fountain because he sells the water. In England today, some licensed liquor bars and cocktail rooms are provided within the theatre structure.

And now the boom is on again! But what a different theatre! The modern design of course has eliminated the heavy ornamentation, the vacuum cleaning system, the full stage, the rising orchestra pit and the elaborate playrooms of the past. The theatres of the 30's with their loud, crass, vulgar colors are gone. The crowding of seats is taboo. Cumbersome air conditioning equipment no longer exists.

The modern day theatre has a larger cubical content per seat which results in more comfort; improved sight lines, easily and economically serviced and a design and interior that will be completely flexible to receive any foreseeable new type of exhibition and projection of pictures and sound.

We no longer will be trapped with narrow proscenium arches or steep angles of projection, wide theatres with extreme angles to the picture, steep aisles, etc. The auditorium has one basic requirement—to be able to view the picture. It is the architect's job to present a pleasant atmosphere in the colors and decor without hitting you in the eye or distracting from the picture.

In regard to the lobbies, of course the accent has been and continues to be on the indoor-outdoor effect and a more gardenlike atmosphere rather than the barn-like treatment with simply a few pairs of glass doors.

In lighting we have endeavored to create atmosphere by dimming or brightening the lights depending upon the character of the picture that is being exhibited. Soft lights for love scenes, bright lights for musical comedy; dark lights for mystery and horror pictures and so forth.

The interior of the foyer and lobbies, for economic reasons, accent very heavily the concession sales area. We are continually improving on this facility and attempting to have it blend into the architecture and design rather than have vending machines, candy stands, etc. that stick out indiscriminately in the foyer areas. I shudder to see the crass, loud equipment destroy the charm and beauty of a theatre and hence the necessity for color harmony and blending.

We have other innovations such as rooms for the ladies which have cubicles which contain not only the water closet but the lavatory in each individual case. More practical attention is now paid to powder rooms and make-up rooms to make them utilitarian and also beautiful. The men's smoking room has practically disappeared.

The problem of supervising theatre operation is ever present so that even telephone booths are placed so that the manager may

(*Continued on page* 50)

Skouras Wayne—Wayne, N. J.

THE new Skouras Wayne Theatre, a de luxe 900 seat showcase, located in the Preakness Shopping Center on the Hamburg Turnpike, was opened with gala ceremonies reminiscent of a Hollywood premiere, according to Salah M. Hassanein, president of Skouras Theatres.

This new de luxe theatre was 900 seats on one floor, with wide aisles, the latest in comfortable chairs with sufficient spacing between the rows to insure adequate leg room, permitting the maximum in patron comfort.

It is equipped to show all 35 mm and CinemaScope projection processes and can reproduce newest types of multi-track sound.

The theatre also boasts of an electronically controlled air conditioning and heating system which will constantly keep the theatre temperature at a comfortable level.

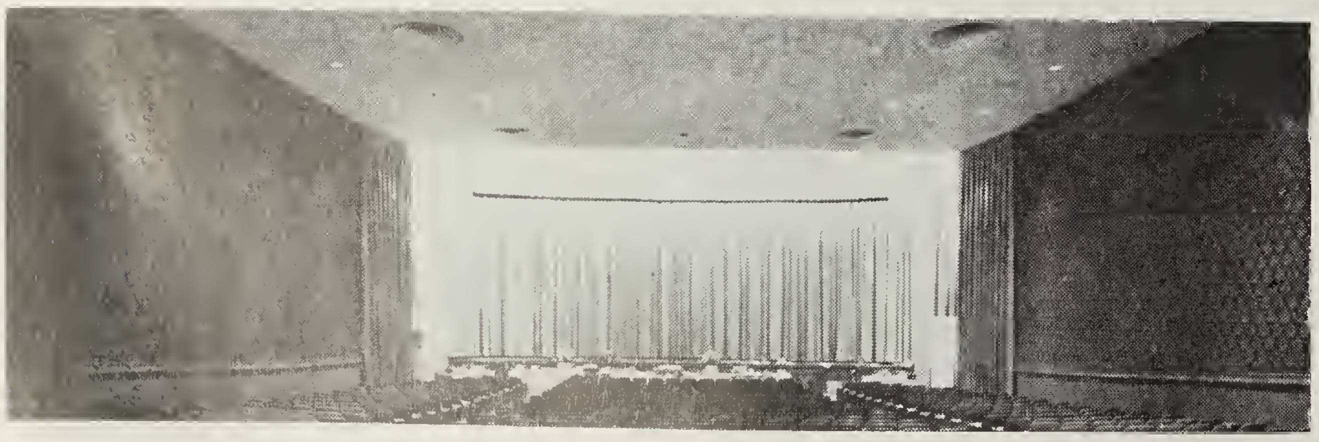
The design of the Wayne Theatre is modern in keeping with its suburban atmosphere. It is located in the midst of the Preakness Shopping Center, thereby insuring ample parking area for all of its patrons.

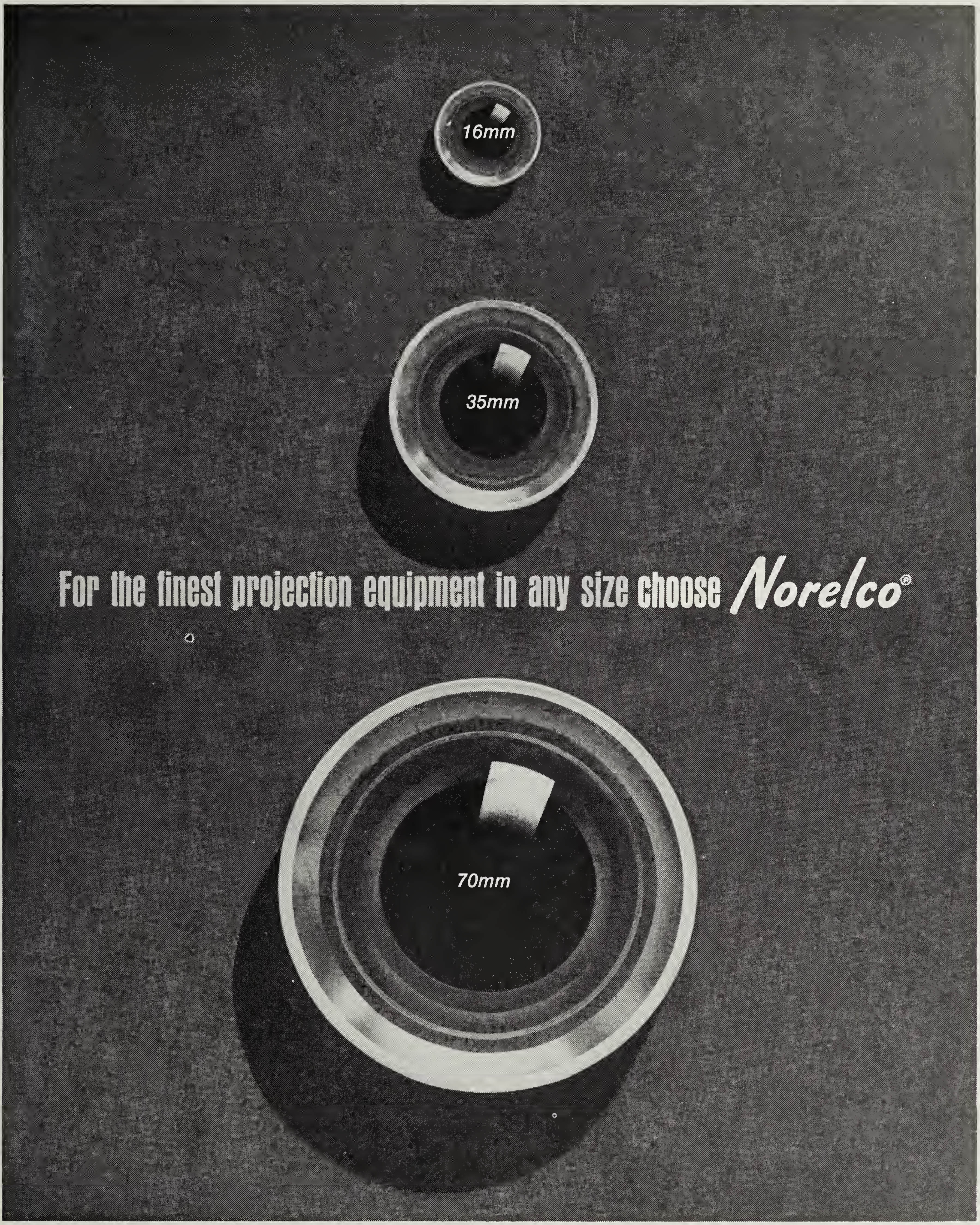
The manager of the Wayne is Donald Cleaver, a veteran of many years of service in the motion picture industry and with the Skouras circuit.

The opening attraction at the Wayne Theatre was "Four For Texas."

Equipment Credits

Owners: ....Wayne Shopping Center, Inc.
Location: .Wayne Shopping Center, Wayne, N. J.
Operators: ....Skouras Theatres Corp.
Carpets: ....Imperial
Chairs: ....American Seating Co.
Decorator: ....Novelty Scenic Studios
Projection Lamps: ..C. S. Ashcraft, Core-Lites
Projectors: ....Simplex XL
Rectifiers: ....C. S. Ashcraft
Screen ....Techni-Kote
Vending Machines: ....Seeburg
Cost: ....$265,000 (Excl. Equipment)
Cost of Equipment: $60,000

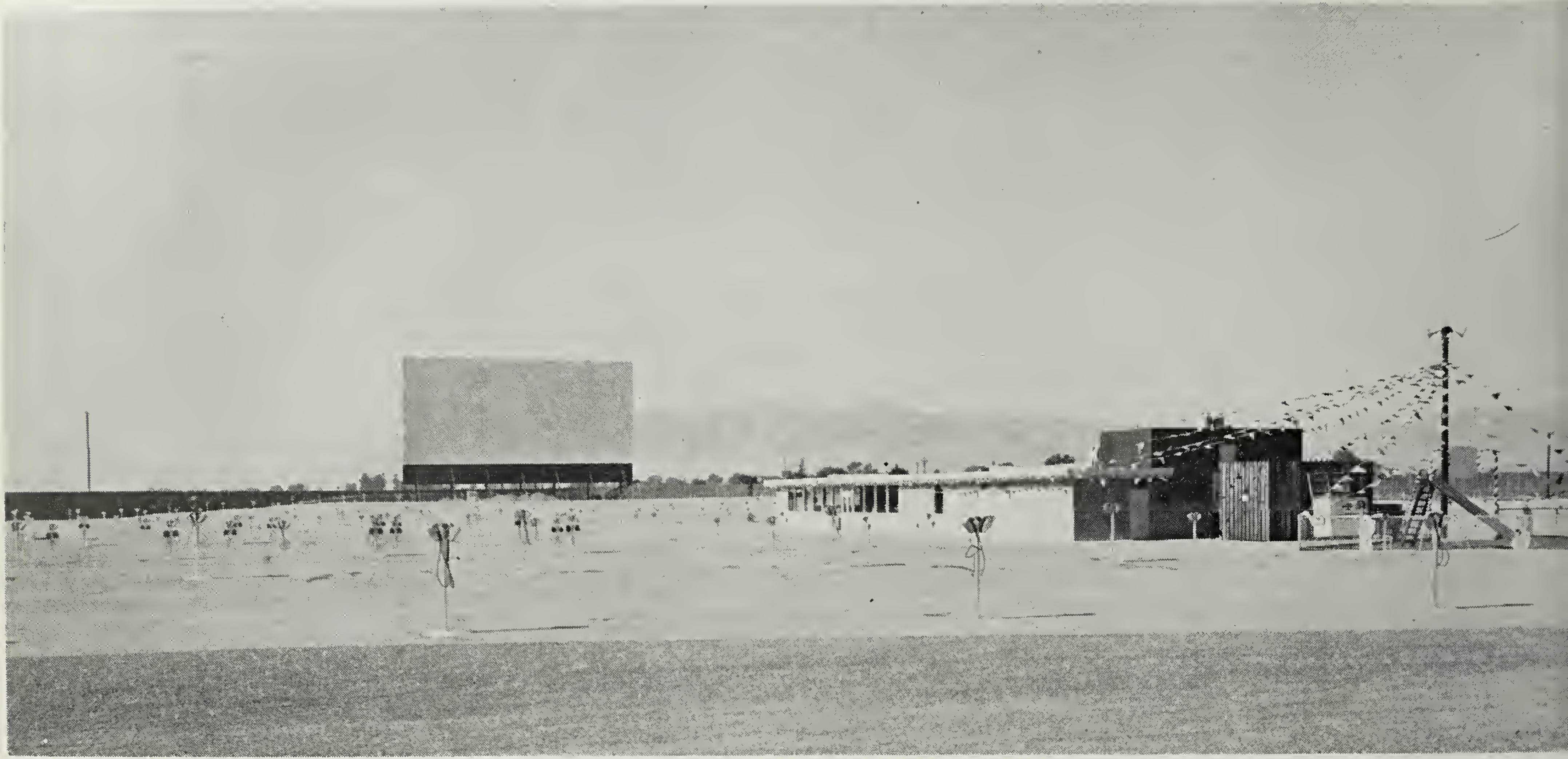



16mm
35mm
For the finest projection equipment in any size choose Norelco®
70mm

• NORELCO AAII Universal 70/35mm Projector • NORELCO FP-20S Pulse-Lite 35mm Projector • NORELCO FP-22S Super Pulse-Lite 35mm Projector • NORELCO FP-20 Standard 35mm Projector • NORELCO FP-20G 35mm TELE-CINE PROJECTOR • NORELCO 16mm PROFESSIONAL PROJECTORS • NORELCO 16mm TELE-CINE PROJECTOR • ISCO PROJECTION LENSES for 16mm, 35mm and 70mm

Norelco® MOTION PICTURE EQUIPMENT DIVISION

NORTH AMERICAN PHILIPS COMPANY, INC., 100 E. 42nd Street, N.Y. 17, N.Y. • Phone: 212-OX 7-3600



Picturesque view from rear of theatre shows mountains visible in distance behind screen tower.

FOX BAYSHORE •

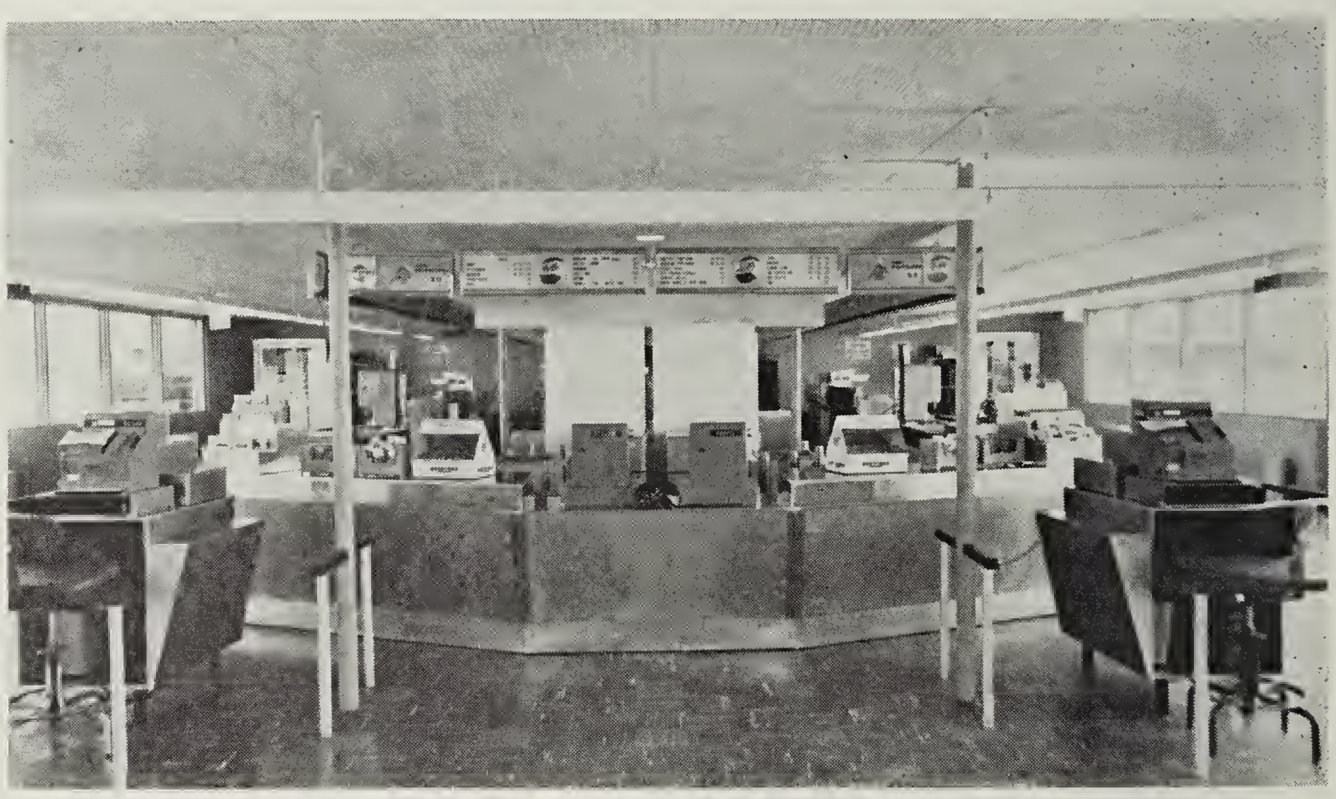
San Jose, Calif.

■ One of the latest additions to the expanding Fox West Coast Theatres chain is the Fox Bayshore Drive-In Theatre, located in San Jose, Calif.

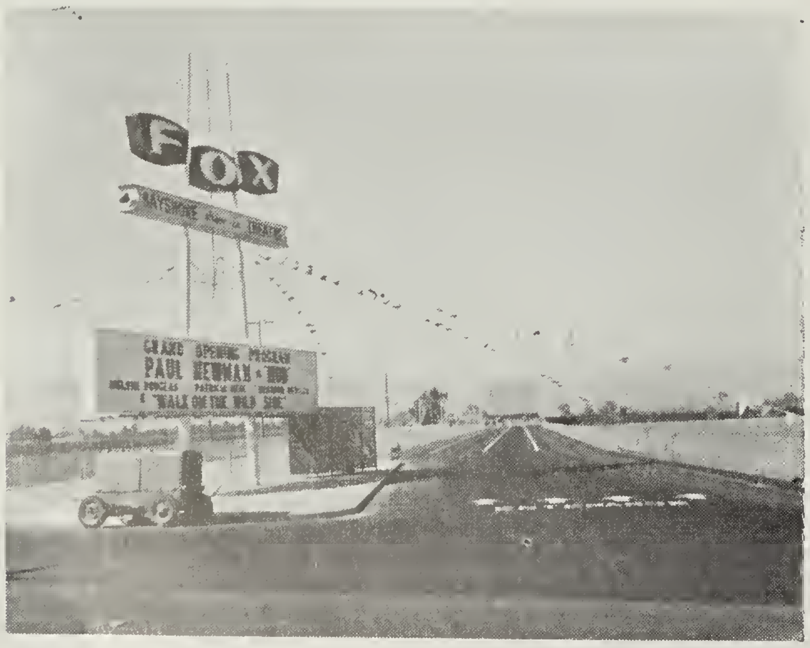
The Drive-In features facilities for 1,190 automobiles and offers patrons complete outdoor recreation. A kiddies playground is located to the rear of the large concessions building, also housing the projection booth.

The modern concession area is fully equipped to handle the theatre's large intermission crowds.

Fox West Coast Theatres, who have added several new indoor and drive-in theatres to their holdings in early 1964, are affiliated with the National General Corp.



High speed refreshment set-up uses battery of four registers at one end of concessions area.



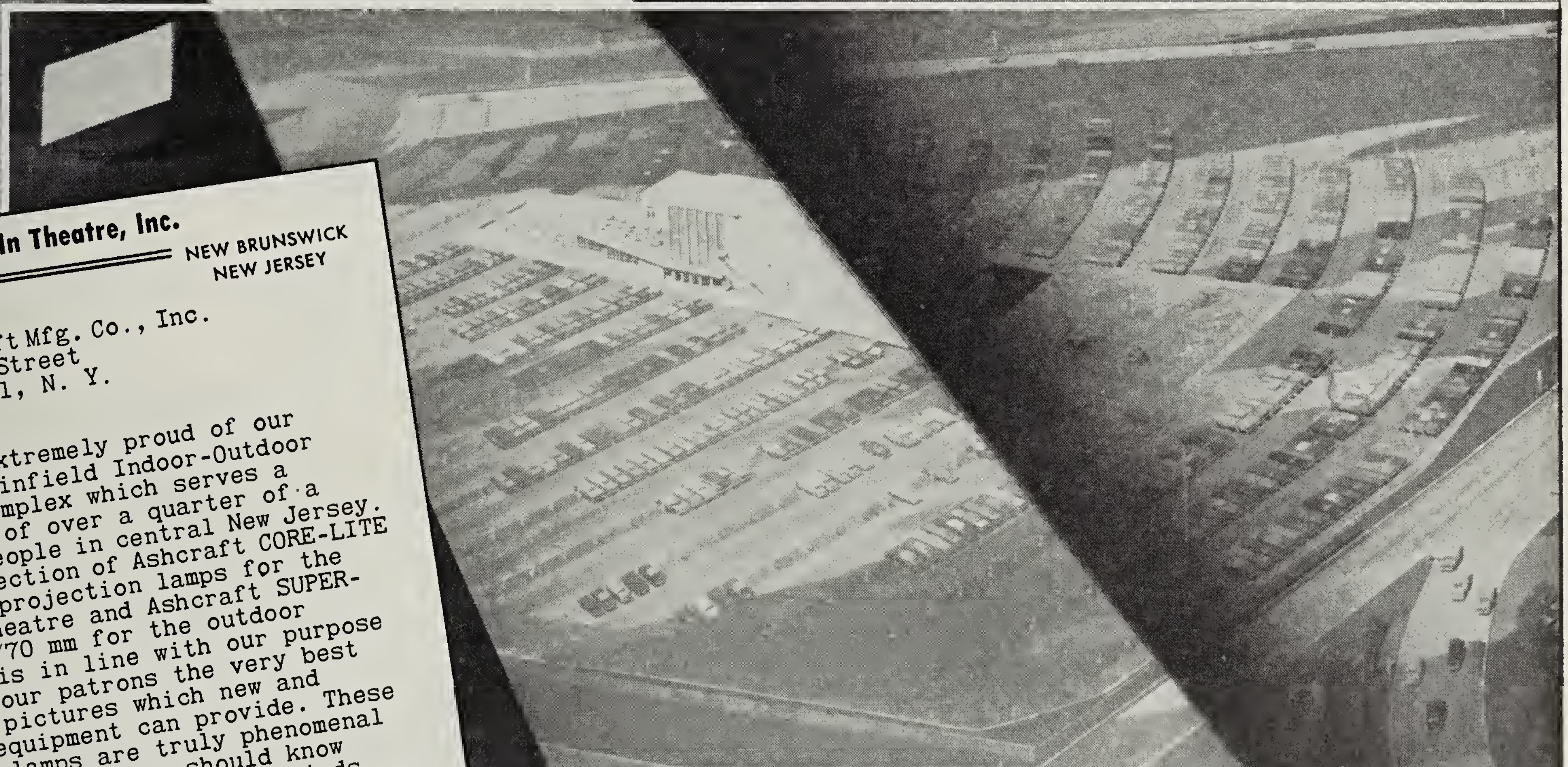
Free standing highway sign and large marquee are used. Screen tower is visible to patrons waiting in line for admission.

Overall view of the theatre shows size of grounds enabling large capacity of 1,190 cars to be handled with relative ease.

Ashcraft

CORE-LITE / Super CINEX
PROJECTION LAMPS

...selected to project perfect screen lighting for the Newest, Largest and Most Unique Indoor-Outdoor Entertainment Complex!



Turnpike Drive-In Theatre, Inc. NEW BRUNSWICK
NEW JERSEY

C. S. Ashcraft Mfg. Co., Inc.
36-32 38th Street
L. I. City 1, N. Y.

Gentlemen:

We are extremely proud of our Edison-Plainfield Indoor-Outdoor Theatre complex which serves a community of over a quarter of a million people in central New Jersey.

Our selection of Ashcraft CORE-LITE 35/70 mm projection lamps for the indoor theatre and Ashcraft SUPER-CINEX 35/70 mm for the outdoor theatre is in line with our purpose to give our patrons the very best lighted pictures which new and modern equipment can provide. These new arc lamps are truly phenomenal light makers and we should know because we have used other kinds.

Incidentally, your rectifiers make fine running mates for these lamps.

Please accept our compliments for developing this fine equipment and particularly to the dealer organization you have authorized to sell and install your equipment.

Your very truly,

Joseph Appleman

Joseph Appleman, President

JA:hs

The New
EDISON-PLAINFIELD
Indoor-Outdoor Theatre

C. S. ASHCRAFT MFG. CO., INC. · 36-32 38th STREET · LONG ISLAND CITY 1, N. Y.

SOLD EVERYWHERE IN THE UNITED STATES BY LEADING AUTHORIZED THEATRE SUPPLY DEALERS

Turnpike •

■ In the past few years, a number of exhibitors have had designed for their building sites, all-weather type theatres combining an indoor and drive-in in one exhibition facility.

Merging the facilities of the indoor and drive-in theatre has, as was the case with the theatre seen on this page, created some unique problems for the designer and theatre owner. It has also solved many others peculiar to either an indoor or outdoor operation.

In the Turnpike Theatre, located in the Northern New Jersey community of East Brunswick, handling the unusual indoor-outdoor audiences posed some interesting problems.

How, for instance, do you regulate admissions to this type operation? In the Turnpike, a policy of "no regulations" is followed. Once the patron pays an admission at the drive-in type boxoffice, he may go where he pleases. Patrons attending the indoor theatre, for instance, are left on their own as far as parking their cars, etc. is concerned. At present, patrons who park at a speaker post and wish to go into the indoor auditorium may leave their autos and come inside if they so wish.

The concession operation in the Turnpike is a model of planning. With the prospect of feeding a capacity audience of six thousand, it has to be. Multiple dining and purchasing areas are available, including a ground-level patio and rooftop patio area with an aggregate seating capacity of over five-hundred.

A separate pizza sales area was set up at the end of the concessions wing closest to the screen so that patrons waiting for pies, which are baked to order, can continue to watch the picture on the large drive-in screen from indoors or outside on the large patio.

The rooftop area is equipped with a smaller concession stand, located just below the projection room. The small stand carries a complete line of concessions items for patrons who want to buy their snacks and sit at the patio tables while watching the picture outdoors.

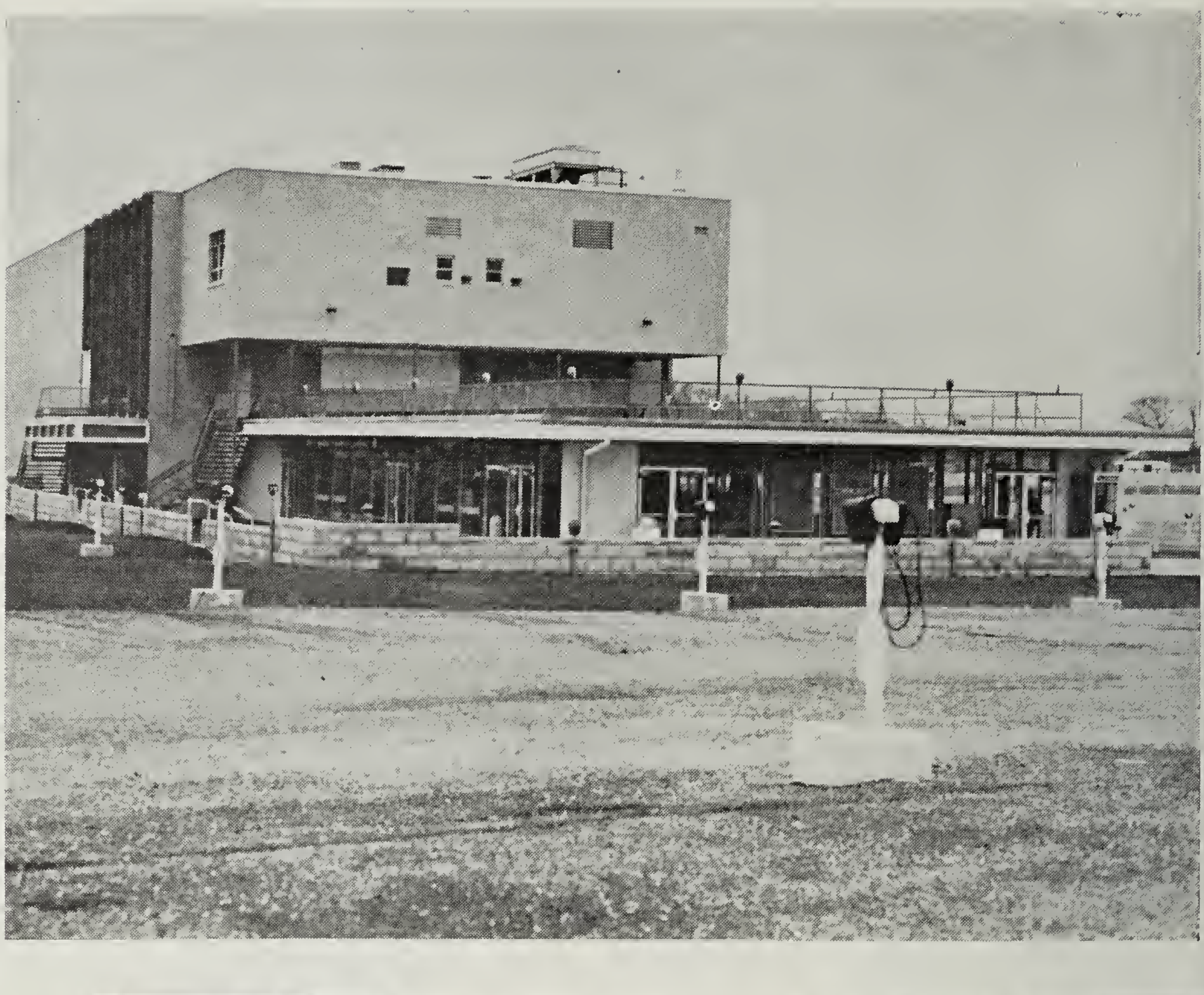
Though it is located in a suburban community where the number of prospective patrons not owning automobiles would probably be limited, thought has been given to "walk-in" admissions. To get the business of minors and adults who do not drive, a plan exists for walk-in patrons to go through the regular boxoffice where they will purchase a ticket and be boarded on a small, trackless train which will shuttle them to the indoor theatre auditorium.

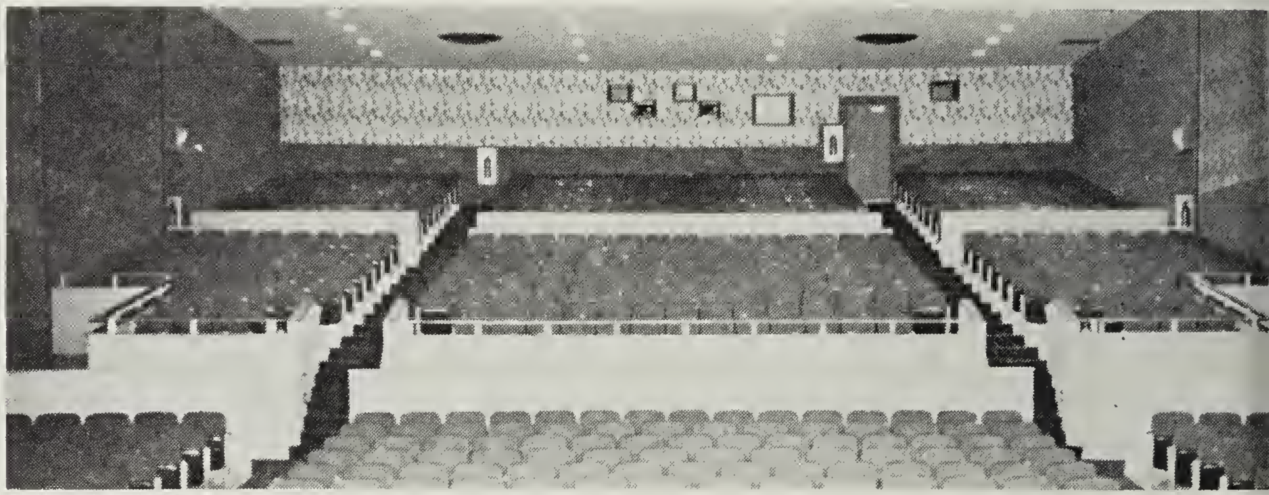
The theatre is equipped with a complete playground, located at the rear of the ramp area and visible behind the boxoffice. Patrons for either the indoor or outdoor theatre can come early and bring the kids for a half-hour's fun before the show. A special room, complete with "junior-size" johns and bottle warmers, is available for the care of infants and small children.

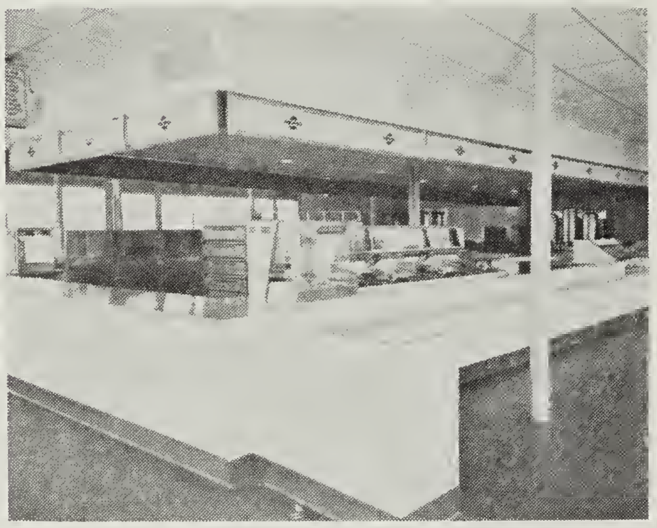
Due to staggered running times in the indoor and outdoor sections, one print of a feature serves both theatres. The booth contains four projectors with a pair for each section positioned back to back.

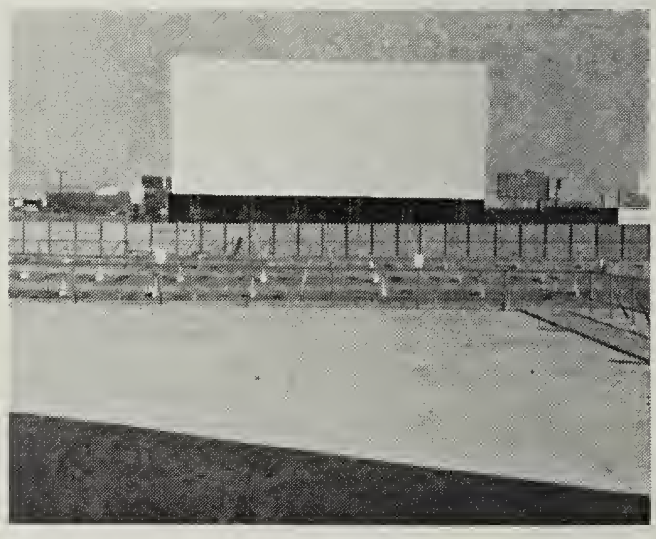
The staggering of running times also means that the concession stand is active during the off-periods for the drive-in, and that traffic during the drive-in shows is heavier than at the usual outdoor theatre.

The main building, which from the outside looks like a large indoor theatre, houses the indoor auditorium, restrooms for both theatres, projection facilities for both theatres, the common concession areas, a rooftop patio, and a lounge and playroom.









LIGHTS OUT
LIGHTS OUT

Don't make a move until you check...

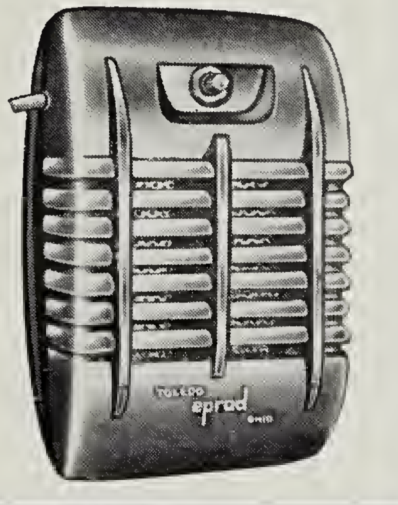
EPRAD *Quality Products*

ADVANCED DESIGN...PROVEN PERFORMANCE...LOW COST!

Look to EPRAD for the Theatre Products you need to help make your theatre operation more attractive to patrons . . . with lower costs and greater profits! You'll find EPRAD Products serve you better because they're engineered and built better . . . with years of know-how. Top quality at low prices. Write, wire or call for full details.

MERIT Speaker

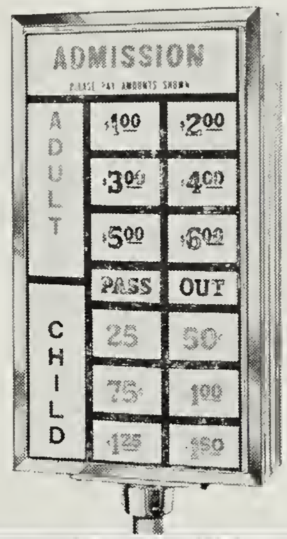
Attractive . . . die cast aluminum case, perforated aluminum grill, heavy 1.47 oz. "Alnico V" magnet. Big 4 inch driver unit with silicone treated cone for extra long life, with cork gasket. Deluxe volume control, cone jacket and fiberglass tone pad. Widely used . . . proven low maintenance . . . reasonably priced.

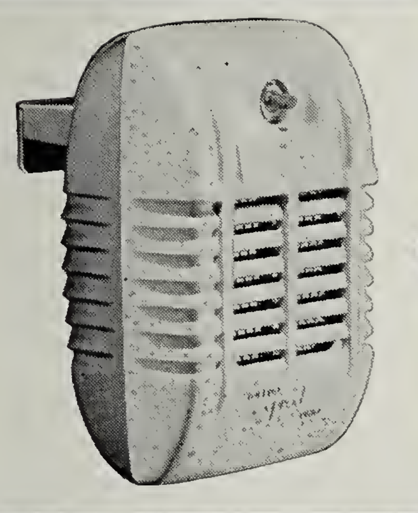


CAR-CHEK

U. S. Patent 3,018,470

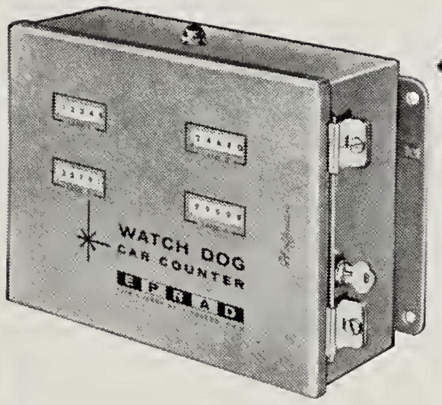
The only Boxoffice Control System that "forces" patrons to cooperate with owner. Maintains accurate and complete Boxoffice Control. Priceboard lights up brightly. Records Adult or Child Admissions, and Passes. Accounts for every car entering theatre. Available for under $900 per lane. Outperforms all other methods!





SUPER HI-FI

Eprad's finest speaker! Quality features include: Die cast aluminum case, 2.15 oz. "Alnico V" magnet, 4 inch driver unit with silicone treated cone and cork gasket for extra long life. Deluxe volume control, cone jacket and fiberglass tone pad. Two-tone epoxy finish. Two year warranty. Super quality . . . hear it now!

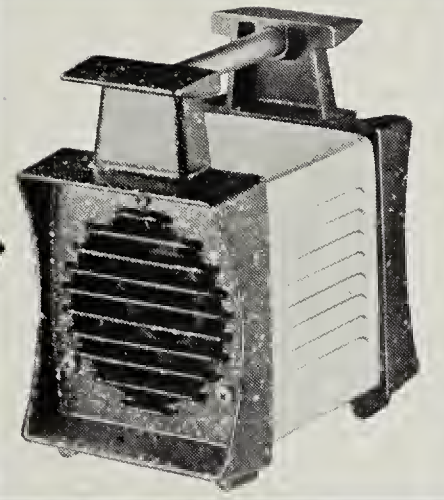


WATCH DOG CAR COUNTER

All electric . . . counts cars accurately. Simple, foolproof. Easy and inexpensive to install. Just one treadle per lane and one cabinet (for up to 4 lanes) plus wiring in between. Helps you get all the boxoffice receipts you should —a necessity for money-control.

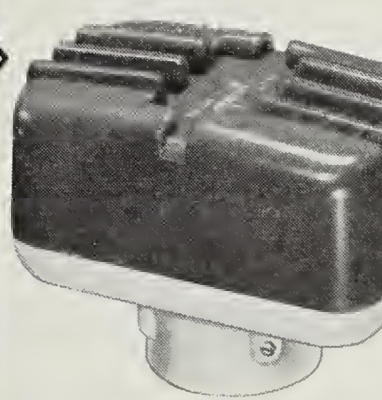
GOLDEN HOT-SHOT in-a-car heaters

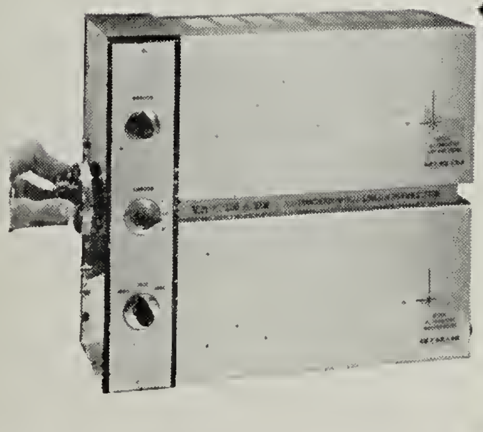
World's largest selling electric in-a-car heater. Over 100,000 sold. UL and CSA approved. Heats entire car quickly and safely with dual hot air flow. Ruggedly built. 600, 750 or 1000 watts. Proven performance, long life. Low priced—why pay more?



JUNCTION BOXES

Your choice—Aluma-Top cast aluminum top on a rugged fiberglass base; or Glo-Top translucent top that glows in the dark, makes parking easy. Non-shorting construction. With or without downlights. Weatherproof. Aluma-Top available unpainted or in grey finish. Glo-Top in red, green, or amber. A quality buy!





OPTICAL-SOUND AMPLIFIER

All-transistor design, plug-in construction. Unsurpassed quality sound for up to 3500 seats. Its low price breaks the sound price barrier. Complete with Pre-Amp and Power Amplifiers. Exceeds military and theatre specifications. Simple to install and service. Most beautiful sound you've ever heard. See it, hear it now!

Other Quality **EPRAD** *Products*

- Ramp and Directional Boxes
- Surround Speakers
- Volume Controls
- Motor Generator Sets
- Heater Post Brackets
- Sound Systems
- Speaker Cones
- Burglar Alarms
- Speaker Cords
- Speaker Baskets

Sold Internationally Thru Theatre Supply Dealers

EPRAD

1214 Cherry St., Toledo, Ohio 43608 • Phone 243-8106 Area Code 419

Serving the Motion Picture Industry over 16 years

Split Audio Distribution System In A D-I

Skouras Theatres Installation Uses Ten 75 Watt Amps

■ The Skouras Route 17 Drive-In Theatre is equipped with a sound system of special design. The system, designed by Joseph J. Kelly, technical supervisor for the Skouras/United Artists Theatre chains, employs a split audio distribution system to channel the sound to the numerous ramps comprising the 1200-car Drive-In.

Unlike most conventional drive-in sound systems, this system utilizes a total of ten 75-watt power amplifiers, each one of eight amplifiers distributing sound to an individual segment of the field, the ninth feeding concession, playground and patio theatre areas, and the tenth amplifier acting as a standby unit that can be switched in place of any of the others through a specially constructed switching panel mounted in one of the racks.

The front end of the system consists of a Century transistorized 2 projector optical/magnetic system. The output from the projector reproducers feeds a low powered transistor amplifier the gain of which is adjusted to produce an output level of .7 volt RMS at 1000 cycles.

This comprises a low impedence signal bus which in turn drives the ten amplifiers, the inputs of which are all in parallel.

Altec A-256C power amplifiers are used, each having an individual level control. Each of the eight field amplifiers are connected to an average of 75 Simplex junction boxes equipped with 1125 ohm line transformers. The impedence match is such that all amplifiers operate at identical gain settings. Control of sound to the ramps is simply a matter of turning on or off the individual amplifiers, labeled to coincide with the part of the field they serve.

In this manner, the power of the system is adjusted to suit the attendance and no change in volume or distortion content is present when the field is lightly filled or jammed to capacity.

Another feature of this system is protection for short circuits in the field wiring since a short in a junction box post can only affect at worst 1/8th of the field. If not corrected, cars in this immediate area can be shifted to any place in the other 85% of the field. A special junction box on the rear wall of the booth enables quick isolation of short circuits down to an individual ramp as the field wiring is such that all ramp feeders enter this box connecting to designated barrier strips.

Special input facilities consist of a booth microphone mounted on one of the rack panels, a phonograph mounted on a sliding drawer also in the rack, and a selector switch feeding an Altec 1566A pre-amplifier connected for 150 ohms output. This amplifier feeds the signal bus in place of the film input through a latching relay, the control of which is available at each projector operating position as well as on the rack.

A 2 circuit push button located in each Century optical sound head defeats the special input amplifier simultaneously with the sound changeover function with a special circuit arrangement through the latch relay contacts to cut-off power to the relay during normal changeovers while film is in progress.

An emergency toggle switch is provided to transfer the film output to the signal bus directly in case of relay failure.

Monitoring facilities consist of a 10-position selector switch to connect the outputs of the power amplifiers to an audio output meter and a transistor monitor amplifier and speaker. The output meter has a calibrating attenuator ahead of it to permit the meter to deflect to "0' when normal level is present at each segment of the field. With this facility the projectionist can quickly balance the levels on all amplifiers by running a 1000 cycle loop in either of the projectors operating the selector and observing the meter deflection.

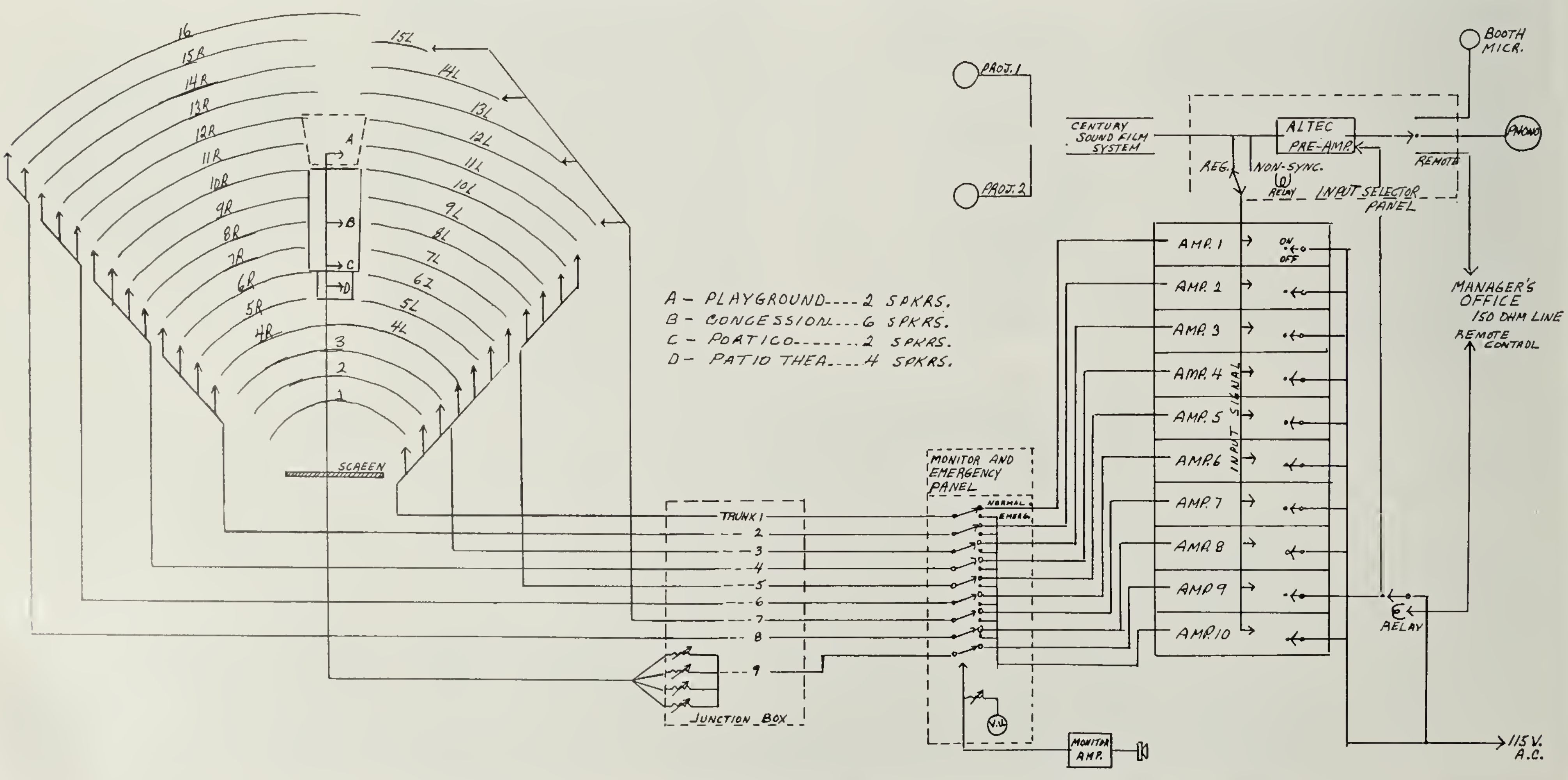
The concession building is equipped with 8 ceiling speakers inside and 2 outside under a portico. The patio theatre is equipped with 4 and the playground with 2 Atlas coaxial outdoor speakers mounted on posts. These speakers contain linematching transformers, with impedence adjusted to power level in each area that will permit the same gain setting on Amplifier 9 that is present on the other amplifiers.

In addition, 4 rheostat potentiometers are installed on the ramp distribution box to permit individual volume control or cut-off of sound to each of the special locations without affecting the amplifiers gain setting.

Of special interest is the operation of amplifier 9 which feeds the special locations. This amplifier is relay operated with a remote station in the Manager's office, where, with the aid of remote program equipment installed in the office, music and announcements can be fed to the playground and concession building at off screen hours without entering the projection booth. This amplifier is "normalled" to the booth system when the projectionist starts his show.

The total power of the complete sound system is 675 watts with distribution providing a wide margin between available power and power used. This results, according to Kelly, in a clean waveform free of harmonic distortion, so necessary to provide the maximum in listening enjoyment, even from inexpensive in-car speakers.

Kelly said both the Altec Service Corp. and the Panzer Electric Co. took part in the physical installation of this sound system.



Treated Mop Best

■ New, scientific evidence confirming the value of germicidal agents in the modern dust control method—treated, "sweeping cloth and mop sweeping" has been revealed in a study conducted by Professor Martha Sager of the American University, Washington, D. C.

The new dust control method—which is quite literally "sweeping the country" with 500,000 new places of business adopting it in the past five years—is the most potent attack yet upon mankind's ancient enemy, dust.

Treated, "sweeping cloth and mop sweeping" quite literally cuts maintenance time in half, eliminating the twin steps of "broom sweeping" and "wet mopping," combining them into a single step, thus drastically cutting labor costs.

Professor Sager's new study, on the effectiveness of anti-microbal additives in dust control and walk-off mats for building maintenance, adds impressive new evidence of the value of such materials against bacteria, fungi and mildew. Conducted for the Kex National Association, the study describes the comparative effectiveness of the three basic types of germicides: phenols, mercuric compounds, and quarternary ammonium compounds.

Each of these is said to affect bacterial cell in a different manner and each is effective in destroying the organism and/or its ability to reproduce, Professor Sager reports.

The new study is expected to accelerate the trend toward "treated dry cloth and mop sweeping" as an easier, less costly, and more efficient means of combating the hazards of dust and dirt . . . traditional headache for every place of business. In addition to the usual hazards attributable to uncontrolled dust: marring appearance, waste, spoilage, gumming up the innards of delicate equipment—dust is now increasingly recognized as a health hazard.

Professor Sager's study points out that an attack on "Hospital Staph, a potent killer" began in 1959. Germicides were added to sweeping cloths and mops and dust cloths in an effort to stop the spread of Staphylococcus aureus by unsanitary, unsound janitorial practices.

Results of laboratory tests conducted at the Biology Department of the American University have indicated that treated sweeping cloths and mops provide substantial antimicrobal activity and reduce the hazards of transmission encountered when untreated mops and dust cloths are used by maintenance people. The Sager report states.

The Dust Control Information Bureau reports that hospitals were among the very first users of the treated sweeping cloths and mops, but that their use is quickly spreading to all types of businesses.

The Dust Control Information Bureau points out that, in addition to its time-saving and health advantages, dry, treated cloth and mop sweeping, really removes dust while conventional broom sweeping and "wet-mopping" do not. It is easy to observe a convincing demonstration of this, the Bureau reports, since wet mopping simply sloshes the finer particles around. And, when the floor dries, the dust is right back where it started. For a convincing demonstration, the Bureau suggests, have one of your best maintenance people sweep and mop a section of floor. Then, as soon as it dries, without a single foot ever having been set upon it, have the same person whisk over it with a treated sweeping cloth or dry mop. Invariably, it will literally be black with resettled dirt, fine particles and "invisible" dirt from the sparkling clean floor!

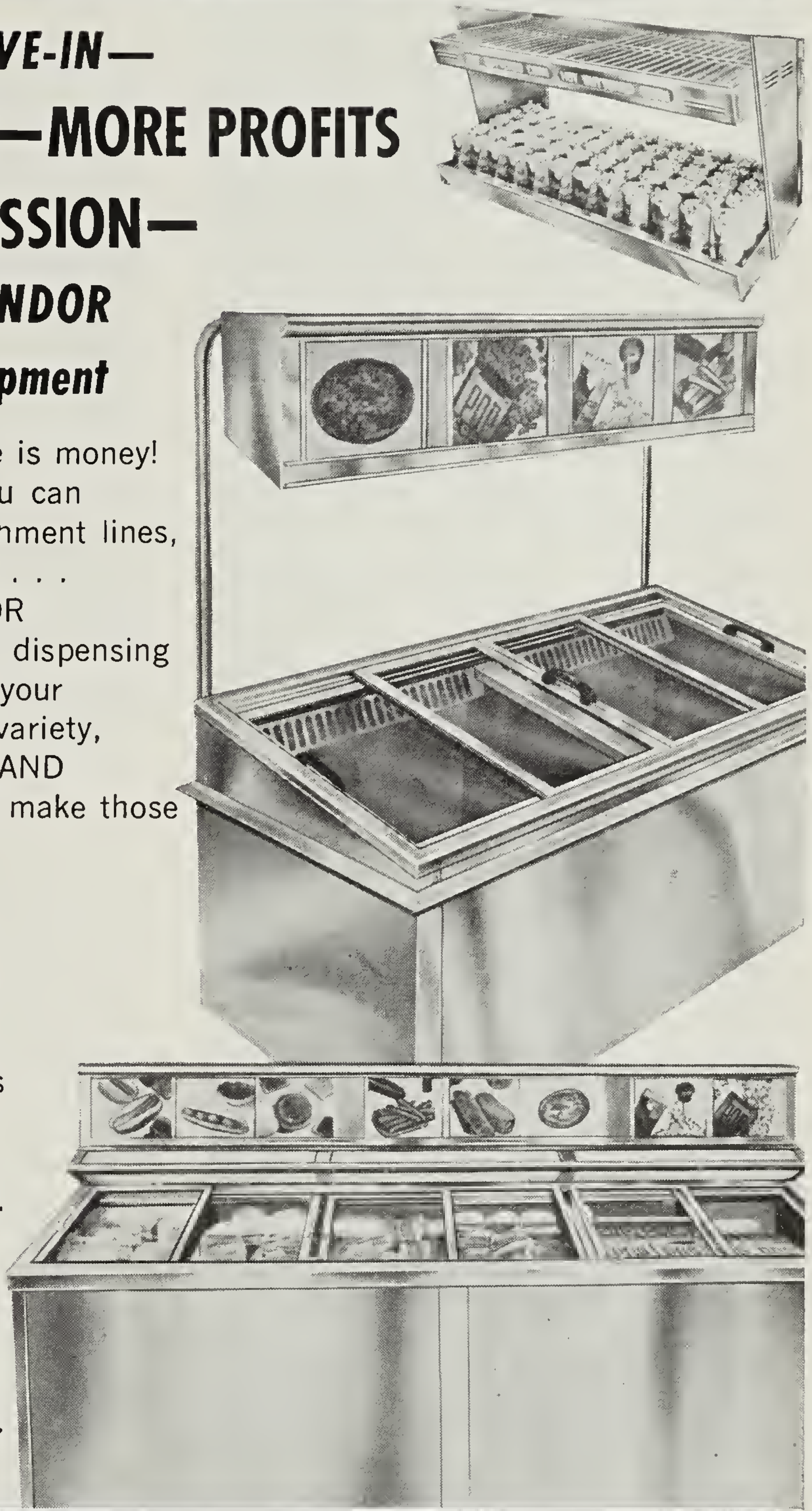
℞ for more drive-in food profits

To Vittle Vendor quick service...

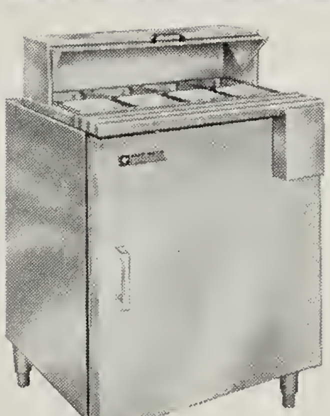
FOR YOUR DRIVE-IN—
MORE SALES—MORE PROFITS
PER INTERMISSION—
with VITTLE VENDOR
self-service equipment

At intermission, time is money! The more people you can move through refreshment lines, the more your profit . . . With VITTLE VENDOR self-service hot-food dispensing lines you can give your customers a greater variety, instant food service AND BY SERVING MORE, make those greater profits. Your choice of overhead warmers, drop-in counter and free-standing units with moist or dry heat, all in stainless steel, all National Sanitation Foundation and UL approved.

Write today for free Vittle Vendor catalog and price list, and the full line of Star Metal Food Service Equipment. No obligation, of course.

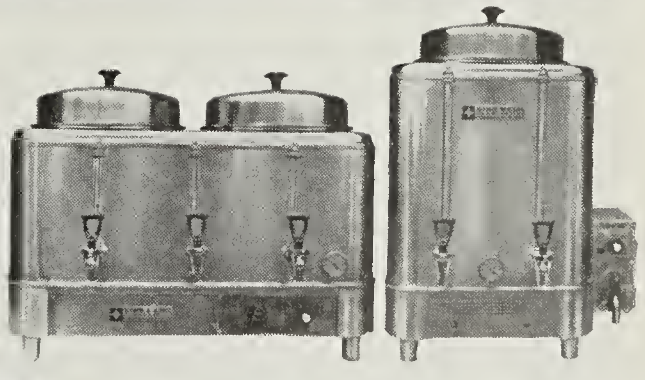


ADD Cooling and Coffee-Making Units



STARBREW Deluxe and ALL NEW STARBREW L economy urns, combinette & twin, gas or electric, 3 & 6 gal., all Coffee Brewing Institute, UL, AGA, CGA & NSF Approved. Free folder.

POLAR CUB sandwich-salad, refrigerator and freezer units are ideal "extra service" units for busy drive-ins.



"IN STOCK" at

STAR METAL
CORPORATION
TRENTON AVE. & ANN ST.
PHILADELPHIA 34, PENNA.

Service you hear so well!
RCA
Technical Products
Theatre Service
RCA SERVICE COMPANY
A DIVISION OF RADIO CORPORATION OF AMERICA
CAMDEN 8, NEW JERSEY

Cash Control At The D-I

New EPRAD Car-Chek System Provides Electronic Boxoffice Security Guard

By Paul J. Voudouris
Sales Manager
EPRAD

■ The EPRAD Car-Chek is an electronic boxoffice cash control system designed for drive-in theatres. The purpose of Car-Chek is to provide maximum control over boxoffice admissions and reduce "cash leakage" to zero. With theft by employees up 30 per cent as reported by a well-known checking organization, theatre managements have increasingly turned to Car-Chek as an effective deterent to "cash leakage" and consequently improved profits.

The system was field-tested for over four years by a leading theatre circuit with dramatic results. The Car-Chek system . . .

(1) "Tells" the patron the exact amount to pay.
(2) Records each money transaction.
(3) Records each pass presented and accepted for admission.
(4) Counts every car "turnout" not being admitted.
(5) Counts every car entering the theatre for which there was a money, pass or turnout transaction recorded.
(6) Counts every car entering the theatre. (You can quickly determine if cars were admitted where transactions were not recorded.)
(7) Permits cashier's operation to be observed by owner, manager, checker or supervisor from the field.
(8) Can be operated by car-hop independent of cashier—if desired.
(9) Makes the patron a partner with you in preventing "cash-leakage."
(10) Directional treadle feature counts ONLY cars entering and passing through lane. Does not count cars that might exit through lane.
(11) Recorder Computers have a key lock and are provided with lead wire seals for all units of the system for further protection.
(12) Provides, as an option and at additional cost, a remote, re-settable counter that can be installed in either the Manager's office or Concession Stand. This counter will read an up-to-the-minute count of all cars that entered the theatre since the last reset.

A brief description of the components of the system is stated here:

PATRON PAY INDICATOR: an illuminated annunciator is located in direct view of the patron. The side facing him (Photo A) indicates the total amount being charged for the occupants of the car. It is designed to accommodate two different price admission classifications, indicate if passes were accepted for admission and if any cars are to be turned out. The Patron Pay Indicator clearly notifies the patron to pay only the amount shown.

The opposite side of the Patron Pay Indicator shows number of people being charged in each price classification and, again, indicates passes and turnouts (Photo B).

All lights illuminating the various transactions are activated only by action taken by the cashier or car-hop. The large, brightly lighted Patron Pay Indicator (26" x 14") readily allows the owner, supervisor, manager or checker to observe the cashier's operation from a distance.

One unit is provided for each lane of traffic. The unit is designed to be mounted on a stand adjacent to the boxoffice in direct line with the patron's view and is also visible from

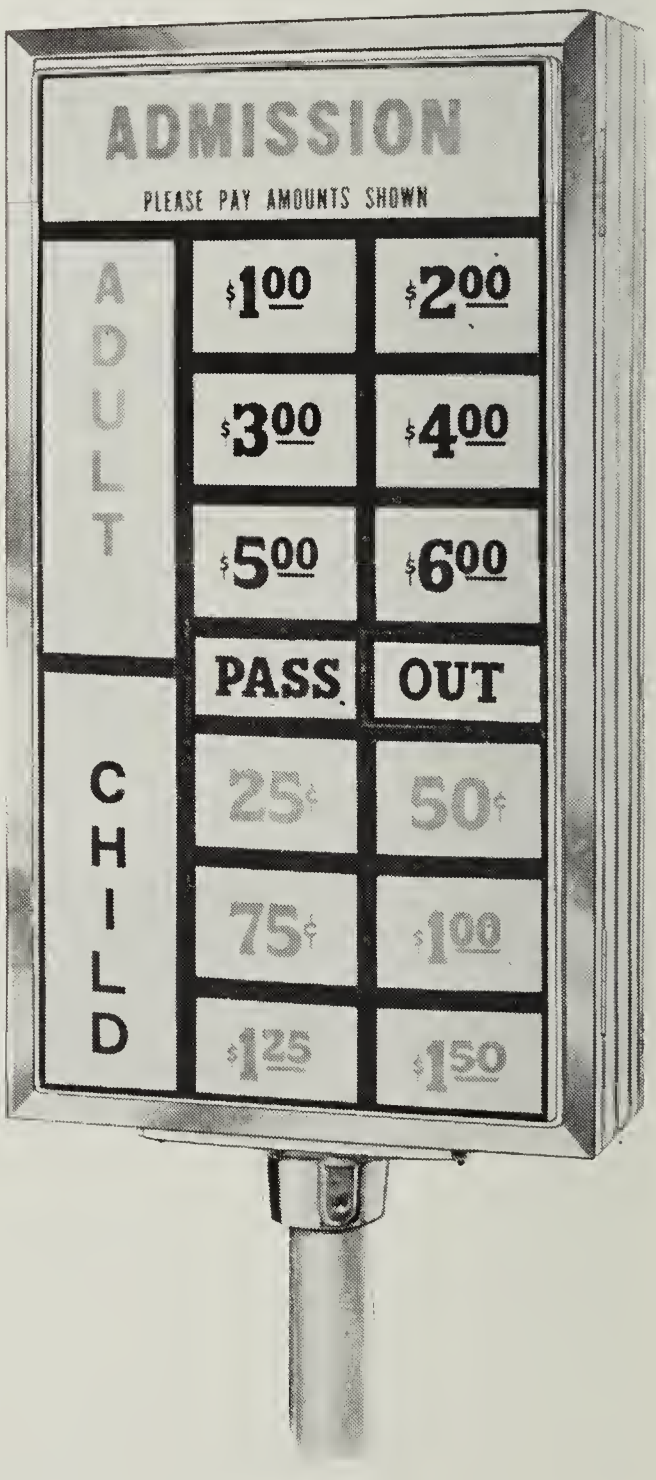


Photo "A"

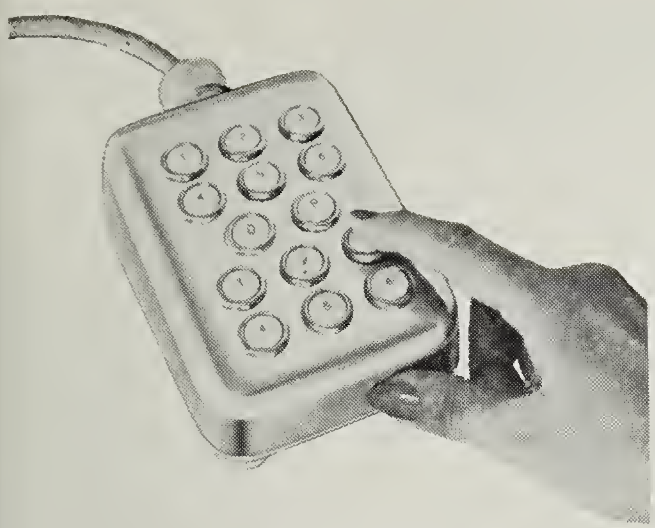


Photo "C"

other cars waiting in line. It can also be suspended from a canopy above or, if desired, it may be mounted from the side.

CASHIER BUTTON CONTROL: (Photo C) is the means by which the cashier or carhop notifies the patron of the amount to be paid and sets up the mechanism to record the transaction. There are two groups of push buttons numbered 1 thru 6 and one button engraved with the letter "P" for passes and one with the letter "O" for turnouts.

The cashier pushes the button corresponding to the number of occupants in the proper classification. This causes the corresponding section in the Patron Pay Indicator to light and the mechanism to hold the information for recording until the car crosses the treadles and records the transaction—after which the system returns to normal, awaiting the next transaction. In the case of passes, the cashier depresses the "P" button once for *each* pass, regardless of number. For a turnout, the cashier depresses the "O" button only once.

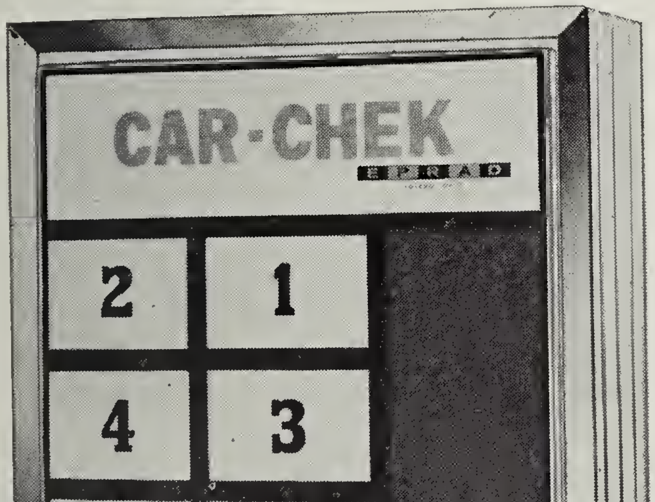


Photo "B"

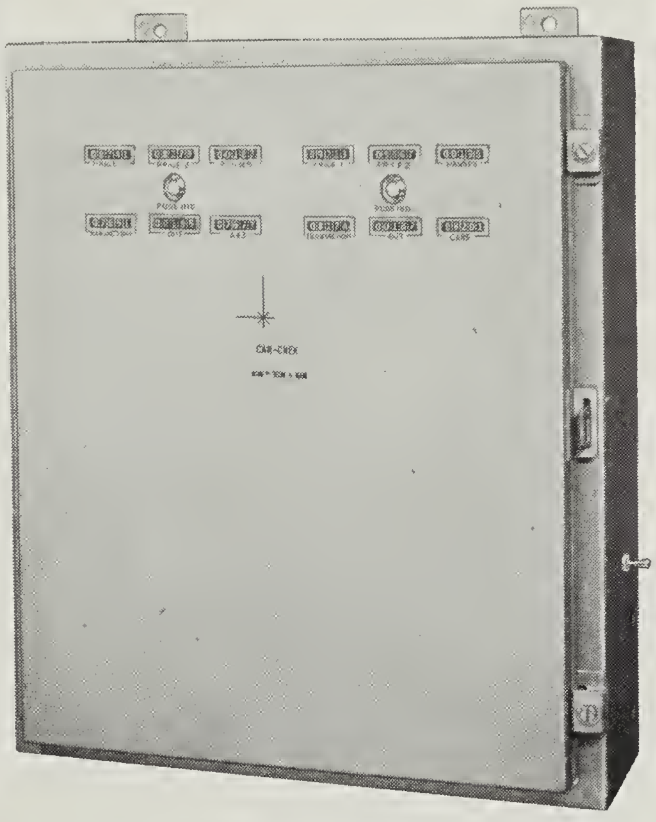


Photo "D"

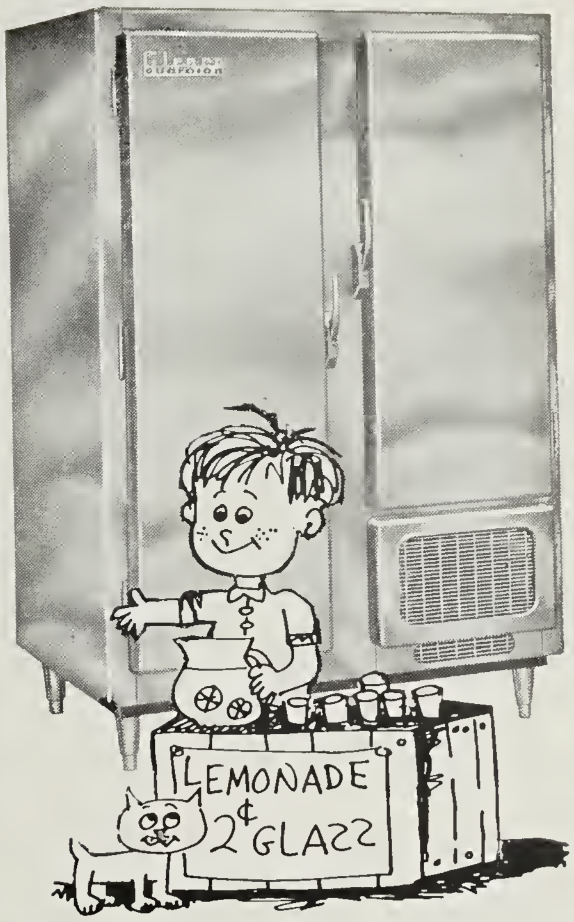
RECORDER COMPUTER: (Photo D), is the electronic brains of the system. It houses all of the operating mechanisms and stores all information until recorded. The six counters record the number of admissions in Price #1 the Price #2, the number of passes, the number of transactions, the number of turnouts, and the number of cars passing through each lane. The counters are tamper-proof and are a non-reset type. They count cumulatively from 00,000 and advance thru 99,999 and repeat.

The fuse indicator, normally not illuminated, contains a fuse for the protection of the Car-Check system. If the fuse blows, the indicator "lights up" and remains lit until the reason for blowing the fuse is cleared and a new fuse inserted. Fuse cannot be removed unless the seal is broken and cabinet is unlocked.

The Recorder Computer Cabinet will house the mechanisms for two lanes. Each lane is electrically independent. The 115 Volt 60 Cycle A. C. current to power the system, terminates in this unit. Power should be supplied from a source that cannot be tampered with and should be left connected and "live" at all times. The cabinet is dust-proof and tamper-proof and is provided with a key lock as well as means for accommodating a seal. This unit is normally mounted in the boxoffice although it can be remotely mounted in the manager's office or elsewhere if desired.

DIRECTIONAL TREADLES: (Photo E) are the means by which the system is activated to record the various transactions previously described. After a patron completes the boxoffice transaction, his car moves forward and crosses the two treadles which are electrically operated and the pertinent information is recorded in the Recorder Computer. At the

(*Continued on page 64*)



all types of food service operations

'specially drive-ins

prefer GLENCO refrigeration....

White tablecloth restaurant, drive-in, cafeteria, school, hospital, institution, bakery, wherever proper refrigeration of foods or other materials is important, there you'll find Glenco refrigerators giving excellent service day after day.

Only Glenco offers all these premium features:
- Versatile interchangeable interiors.
- 100% "foamed-in-place" polyurethane insulated doors.
- Wide range of sizes and selection of finishes.
- Adjustable 6" s/s legs standard.
- New sure seal gasket that is removable for cleaning.
- Full UL and NSF approvals and many, many more.

See your Glenco dealer soon, or write for color brochure.

GLENCO
REFRIGERATION
CORPORATION
JANNEY AND ANN STREETS,
PHILADELPHIA 34, PA.

Working With The Drive-In Planner

Pre-Planning Procedures Can Save Theatremen From Loss Of Time, Money, And Conveniences

By John Selby
President
Selby Industries, Inc.

■ Skilled design service doesn't cost—it saves! If a drive-in specialist could cut earth moving yardage from $7,000 worth to $3,500; save 50 per cent on speaker wiring costs by using a wire plow and special post sinking equipment; eliminate unnecessary tower covering and fencing; use the double ramp the right way and not the wrong way—he would more than earn the small fee involved for his services.

And the above are only a few of the many ways in which savings running into many thousands of dollars are made possible by utilizing an experienced designer for drive-in projects.

This can be arranged on a consulting basis to local architects or engineers to supplement their general artistic and structural knowledge with the specialized—tools of the trade—known to the D-I designer, or as a direct service to the owner and his general contractor.

Survey First Step

Beginning with site evaluation, layout of the theatre's facilities to take best advantage of natural topography, consideration of existing or probable future light interference, power availability check, and other primary steps, the D-I specialist works closely with the theatre owner to save him unnecessary, costly delays and mistakes.

After a topographical survey map, such as the one accompanying this story, is drawn up by a local civil engineer, an experienced theatre designer can best lay out the ramps and traffic patterns to insure good sight lines and drainage, and freedom ramp crest scraping.

A screen tower size can best be specified by an expert, too, avoiding oversized, wasteful area, yet providing a large enough screen for the theatre's capacity.

Placement of playground and washroom entrances to stimulate concession business and the selection of decorating color schemes and lighting most suitable for the outdoor theatres, based on know-how and long experience, also benefits the theatreman.

The primary fuction of such a design service is to get the job done right the first time. It draws on the latest innovations from drive-ins throughout the hemisphere, and leads the theatre owner away from imitating other people's mistakes. It is also aimed at keeping costs to the minimum by application of principles and work methods derived from years of experience.

Remember too, that the drive-in planner has a staff of specialists, each skilled in a particular facet of the theatre operation. Extras will be included, if they can help sell tickets or refreshments. but omitted if they simply hike the cost of the theatre.

Photo shows Selby Tower with required light screen in rear on site of drive-in under construction.

An example of the elimination of unnecessary expense is the doing away with the practise of using costly, black masking around the screen. There was a time when masking was included, at considerable extra expense, in nearly all outdoor theatres.

Shields Can Cost

Today, by the same token, many theatres will include a solid black covering from the bottom of the picture line on the screen tower to the ground. This is done automatically, whether or not lights require shielding. The modern approach is to overproject on all four sides of the screen, including the bottom. Light shielding is provided only when needed, for example, a light-tight fence of a suitable height behind the screen and for a substantial distance out on its sides where outside light could impair screen brightness sufficiently.

Again, if light shielding is required for automobiles on road level outside the theatre area, this light interference may be cut by a simple six ft. fence along the exposed side or sides.

If a theatreman, say, covered the underscreen area from six ft. to 21 ft.—a distance of 15 ft., and his screen was 115′ wide, he would be paying for fencing an area of 1725 sq. ft., which would amount to $2,600 at the going rates, all thoroughly wasted. (This example is not meant to preclude the possibility that certain theatres do require full covering due to light interference, but often, a clear thinking approach to the individual situation is lacking and such oversights are made, resulting in substantially padded costs.)

Another phase of design is the use of double ramps (whereby a cross driveway is provided for every other ramp, instead of using one for eacr ramp). There are some persons who mistakenly think that cars have to back into the forward ramp, and others who think cars will scrape on the crest. Where design is carried out correctly, neither of these conditions will exist.

One large drive-in, in a major city, had built a low fence between the forward and rear ramps of a double ramp set-up to prevent scraping—an expense that could have been easily eliminated by elevating the forward ramp slightly to reduce the severity of the mid-dip. This, combined with keeping the tower as low as possible to the ground and not starting the double ramps too close to the screen tower, could have yielded considerable savings.

For example, ramps 2 & 3 might be doubles, but ramp 1 should be kept a single.

Because sight lines are more difficult to achieve with the double ramp setup than with single ramps, it is recommended that they be limited to the front half (or at most, the front 2/3) of a theatre.

The savings in grading and gravel amounts to nearly 18 per cent per car when this double ramp system is correctly carried out.

Pitch Can Vary

Drainage of rain, or runoff, along the valleys of the ramps is another design aspect frequently misunderstood or mishandled. The ideal pitch is approximately 1 per cent, but a working tolerance exists on both sides of this ideal so that much of the earth moving costs can be saved by knowing how much deviation can be tolerated in a particular situation. This, of course, would vary with ground absorbency factors and the severity of rainfall in the area. There is no reason, when working with an area pitched both ways from the center, why the pitch has to be the same on both sides. Yet, this has been attempted at the inevitable increase in costs.

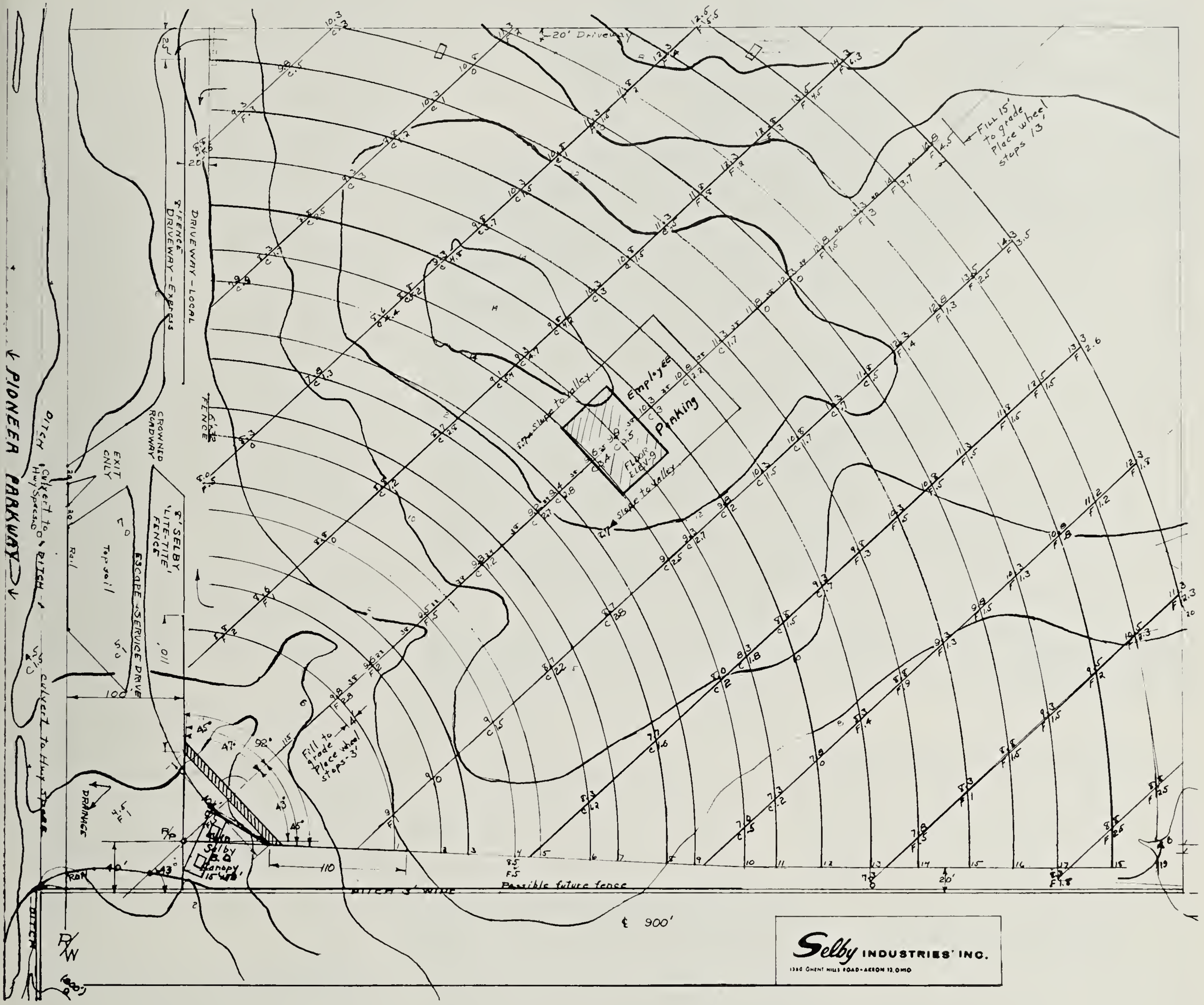
If one side of a theatre requires cutting, keeping pitch to the absolute minimum can save considerably on costs. If fill is needed on the other, pitching to the maximum can save as much as two feet of fill at the extreme ends of the ramps.

With earth moving costs so high, the question of being able to afford a few hours of experienced design assistance should answer itself.

In this, as in many other areas of theatre planning and layout, the theatreman will do well to look into the designer's services.

Design Example

(Continued)


PIONEER PARKWAY
DITCH
Culvert to Hwy Spec.
DRIVEWAY - LOCAL
DRIVEWAY - EXPRESS
8' FENCE
CROWNED ROADWAY
EXIT ONLY
8' SELBY 'LITE-TITE' FENCE
ESCAPE - SERVICE DRIVE
Top soil
100'
20' Driveway
Fill 15' to grade Place wheel stops 13'
Employee Parking
FLOOR ELEV. 9
Slope to valley
Fill to grade Place wheel stops 3'
DRAINAGE
Selby B.O. Canopy
Possible future fence
DITCH 3' WIDE
110
20'
℄ 900'
R/W
Selby INDUSTRIES' INC.
1380 GHENT HILLS ROAD - AKRON 13, OHIO

DESIGN EXAMPLE—Ramp lines shown on this Selby design are crest—for front wheels. Elevations shown are rough grade—compacted. Finish elevations allow for .3 ft. (compacted) of stone on ramp areas and .4 ft. (compacted) on driveways and entrance areas. Ramp height is cut by a road grader out of rough grade by the target method. Speaker posts and wires installed 5 ft. behind crest after finish grading and rolling. Driveways cut down to below valley level after ramping. North and South property lines ditched by road grader to drain to the road—except that the rear half of the South line may slope to the rear. Calculated rough cut, 10,230. Calculated rough fill, 10,020. Balance 210 cubic yards.

HAND YOUR PATRONS
Electromode

FLAMELESS

ELECTRIC COMFORT HEAT!

®Electromode

Drive-In owners across the country are extending their season and boosting profits by keeping their patrons completely comfortable with these remarkable flameless all-electric ELECTROMODE in-car heaters.

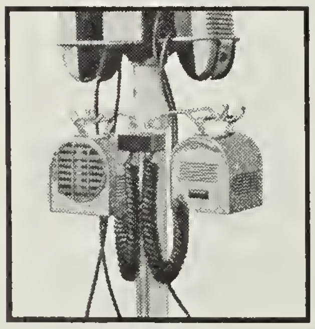
Designed especially to meet every requirement for an ideal drive-in-heater—by the world's largest exclusive producer of electric heaters. Secret of perfection is Electromode's exclusive Cast-Aluminum Heating Element. All heating wires are embedded deep inside a finned aluminum casting, providing positive safety, long-life and highest efficiency.

Heat is instant, no warm up delay, no flames, fumes or odors. Windshield doesn't steam up.

DON'T DELAY. Fill in the convenient coupon below for complete information. These world's finest comfort heaters are a sure bet to attract more customers to your drive-in.

SAFEST, MOST CONVENIENT DRIVE-IN HEATER

- Exclusive Electromode Cast-Aluminum Heating Element. 100% safe around children.
- Noiseless operation. Quiet, fan-circulated electric comfort heat.
- Compact, lightweight. Equipped with heat-resistant handle and extra long extension.
- Extra sturdy construction, built to stand rough treatment.
- Modern design, in scratch-resistant silver-grey finish.



Front and rear views of the heater. Sits on any flat surface, dashboard, floor, etc. No additional equipment needed. Installs quickly and simply on your present speaker post.

®Electromode

Division Friden, Inc.
Dept. PT 44, Rochester, N. Y. 14630

Send complete information on Electromode's

☐ In-Car Heaters ☐ Other heaters for projection rooms, ticket stands, etc.

Name..

Address..

City....................................Zone..........State..............

New Film Process Offers Daylight D-I Utilization

■ A new film process whereby outdoor projection is made possible during daylight hours was demonstrated to the film industry recently.

As potential profit producers, drive-in theatre applications of the process, called "Cine-Depth," are many. The developers of the process, Preview Productions, claim that all motion picture film and slides can be seen clearly in daylight hours using the special presentation technique they have developed.

Jim Holt, president of the company, said that the process involves using a reflector in conjunction with the inherent optics of the system.

The projected beam of light does not have to compete directly with outside light, thus making projection in daylight possible.

The process was demonstrated at the Ritz Theatre, Inglewood, earlier this year.

A new screen material was specially developed for the process by the Radiant Manufacturing Corp. of Chicago. The optical system was said to give an amazing depth of dimension without utilizing special film or equipment.

All motion pictures are suited to exhibition in the process.

Advertising uses for the process are many. At the Ritz, ad displays and stills were showcased outside the lobby, giving patrons a realistic preview of the film being offered by the theatre.

The process for showing advertisements, called Ad-Depth, gives the same additional dimensional feeling to still and moving copy that the larger screen process lends to normal presentations.

The full screen process functions regardless of screen size or aspect ratio and produces an image visible in strong daylight.

34th Street East

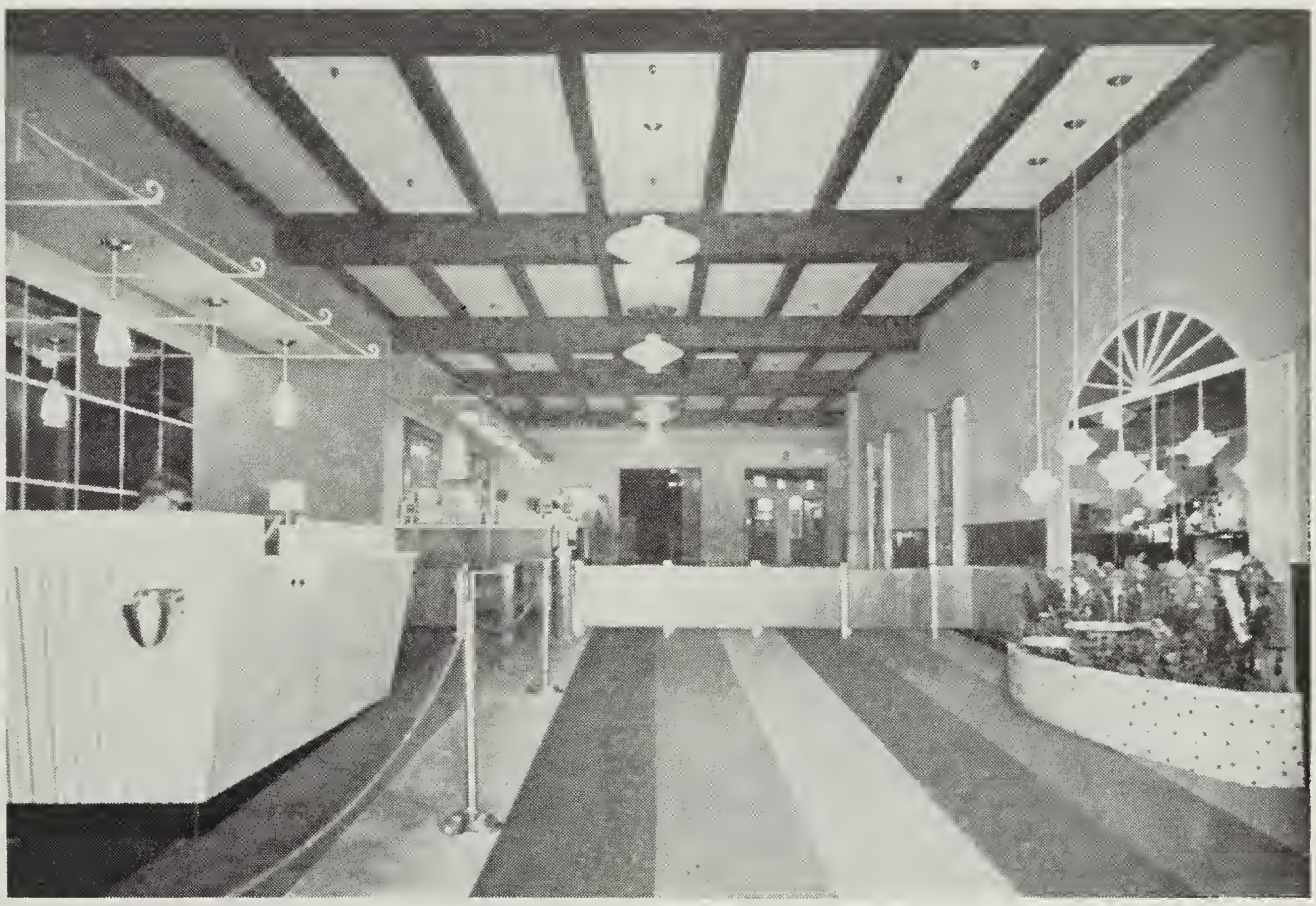
(*Continued from page* 7)

Structural Iron Works of Brooklyn, N. Y., miscellaneous iron; William Gold, Inc. of New York City, resilient floors; The Marblecraft Corp. of the Bronx, stone and granite; Port Morris Tile and Terrazzo Corporation of the Bronx, ceramic tile; William J. Scully Acoustics Corp. of New York, accoustic tile; Enslein Building Specialties Co. of Flushing, N. Y., toilet stalls; Armor Elevator Co., Inc. of Woodside, N. Y., the elevator; H. Jonas & Son of New York City, plumbing; Adams Engineering Co., Inc. of New York City, air conditioning and heating; City Wide Electric Co., Inc. of New York City, electrical work; and Astor Sprinkler Co., Inc. of Rockville Center, N. Y., sprinklers.

Capitol Motion Picture Supply Corp. of New York City provided seats, projection and sound equipment; Doolittle-Allen Co. of Trenton, N. J., carpeting; King Displays, Inc. of New York City, advertising displays.

Advantages Of Theatre Turnstile Systems

Turnstile Operation Offers Boxoffice Control, Economical Operation, And Traffic Control



Photograph A-1

■ Three theatres in the Paramount Gulf Theatres circuit operating out of New Orleans have been remodeled, or partially remodeled, during the past year and one-half. In each of these theatres, two Perey Turnstiles have been installed—one of standard size for adults, and another (a cut-down version) for children.

Included in the remodeling was the removal of the boxoffice from the front of the theatre, and a new boxoffice of open counter design, installed in the inside lobby. The firm of Rex Craft located in Wilkes-Barre, Pa., handled the architectural design for all three theatres.

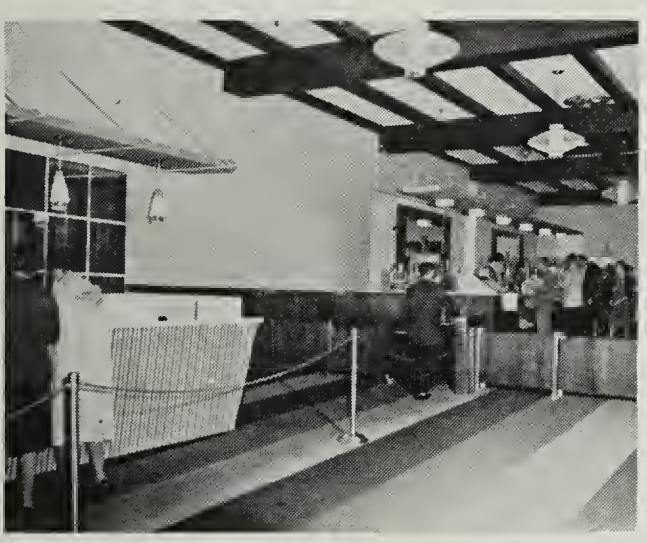
The location of the boxoffice, turnstiles, and concession stand is arranged in that order so that the patron, after purchasing a token, proceeds to the turnstiles. From there he will have to pass the concession stand.

After leaving the boxoffice, the first theatre employee the patron has contact with is one of the salesgirls behind the concession stand. If the patron desires more information as to feature starting times, etc., this information is secured from the concession salesgirl.

Constant Surveilance

At the same time this information is related, the salesgirl suggests to the patron that he would enjoy popcorn and a drink. The box office and concession area are in close proximity to the turnstiles, permitting both the cashier and the concession salesgirl to observe the turnstile operation during slow business periods.

During the periods of accelerated business, the manager, or his assistant, are on the floor supervising the operation, and this included observation of boxoffice, turnstiles, and the concession department.



Photograph A-2

Two different tokens are used. Usually the larger token is for adults and the smaller for children. However, the token units in the turnstile may be interchanged at any time so that when admission price policy changes, if it becomes necessary, the units may be reversed.

The counters on the turnstiles are checked each hour to determine the number of people who have passed through. Three different

(Continued in next column)

Selby STRUCTURES
ENGINEERED FOR STRENGTH AND BEAUTY
— Prefabed and shipped with plans or
— Prefabed plus supervision or
— Completely erected by our crew

Selby SCREEN TOWERS
Hundreds of top quality Selby towers used by the finest theatres for 17 years. Engineering skill and integrity at low cost.

Other Famous Selby Structures:
- 'LITE-TITE' WINGS AND FENCE
- LOW COST TRAFFIC RAILS
- SPEAKER POSTS
- PRE-FAB BOXOFFICES
- EXTERIOR PAINT & PAINTING

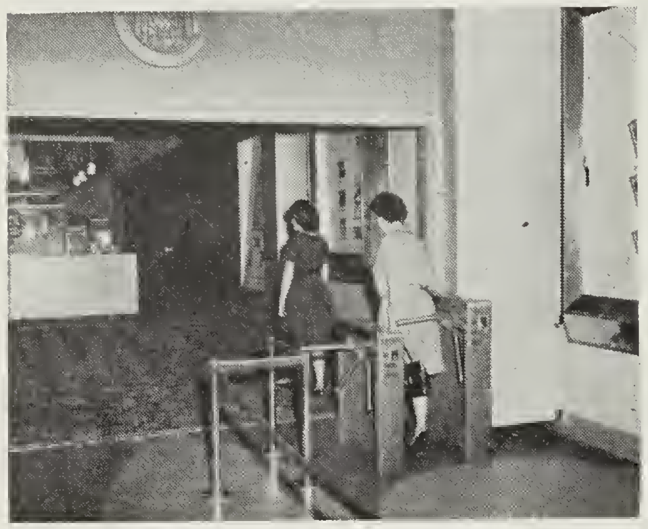
AND Selby's Design Service PROVIDES GRADING PLANS AND TRAFFIC LAYOUTS THAT SAVE YOU TIME AND MONEY.

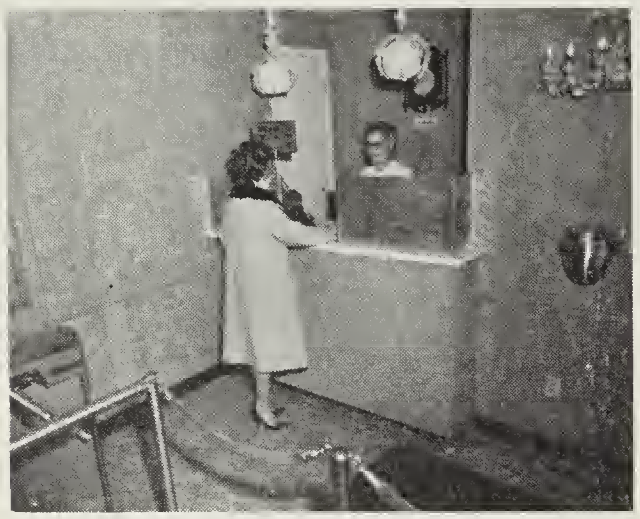
Selby INDUSTRIES, INC.
1350 GHENT HILLS ROAD, AKRON, OHIO 44313
PHONE AREA CODE 216, 666-7211

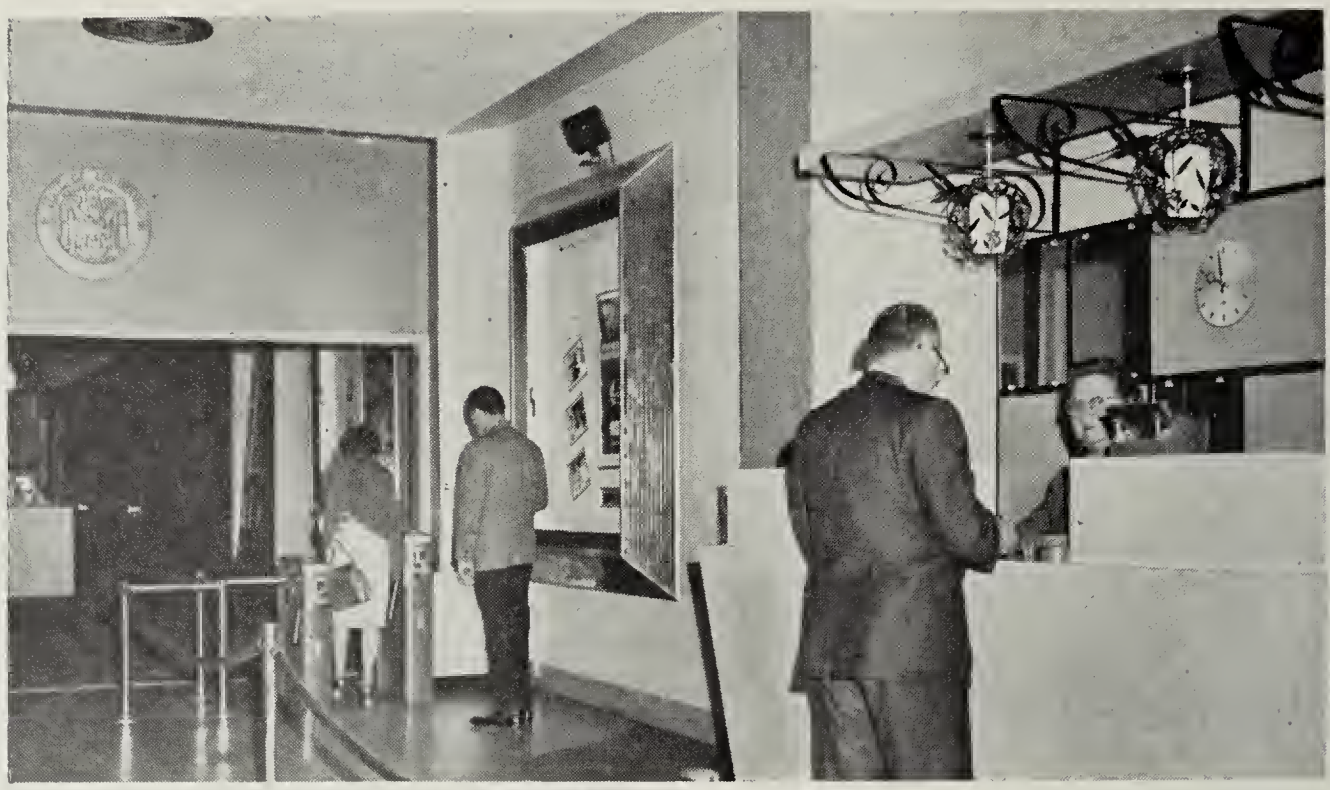
TURNSTILE •

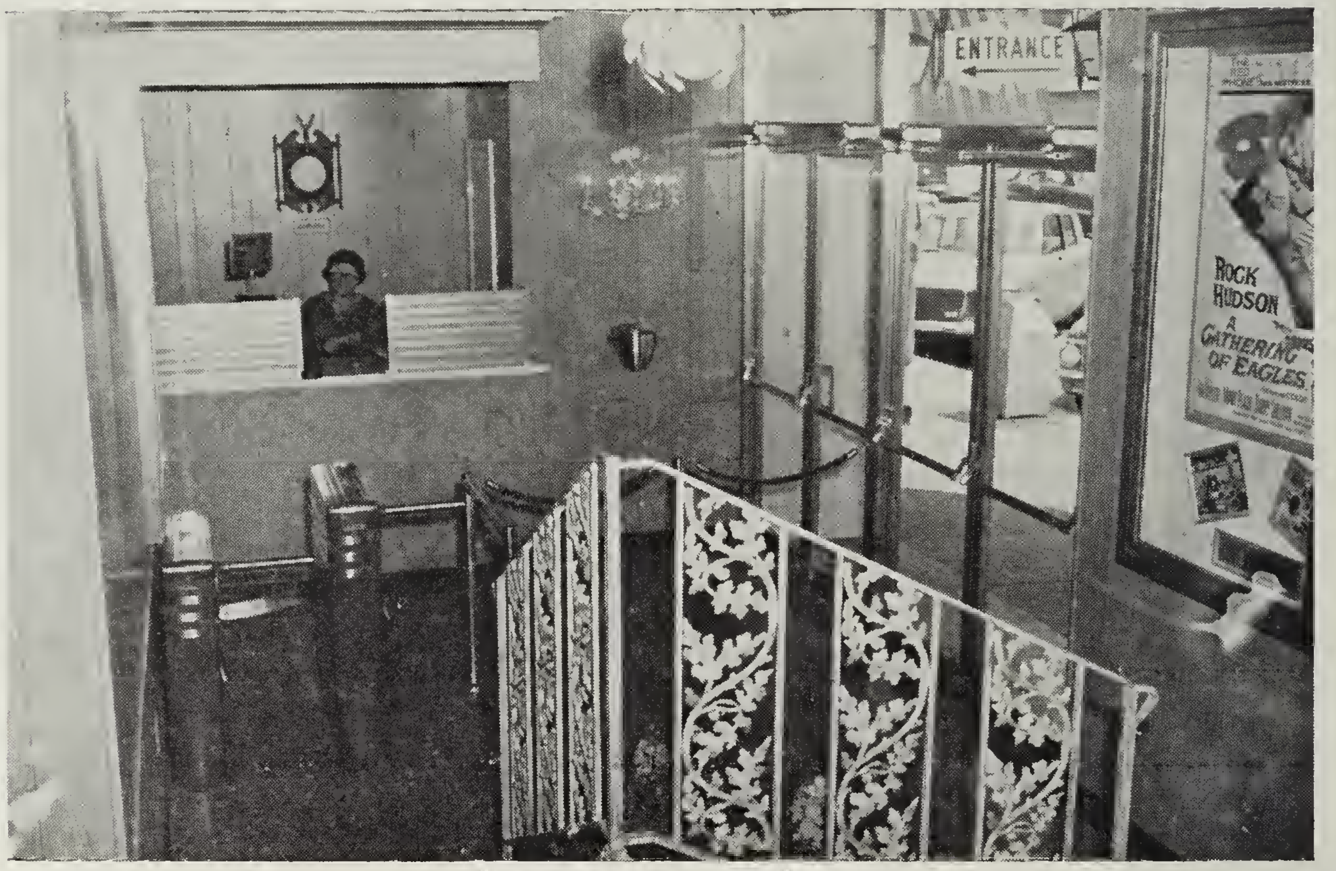
(*Continued from previous page*)

colored adult tokens are used—one color representing adult admissions sold; another color for passes, and a third color for discount card holders. The cashier is issued a pre-determined number of tokens each day. At the close of the boxoffice the unissued tokens plus the meter readings must balance. Blind checking of the theatres has proven that control is far better with turnstile than it was with normal ticket selling procedures.


Photograph B-2


Photograph C-2


Photograph B-1



Photograph C-1

We have found that turnstiles can handle traffic faster than can a doorman tearing tickets; that experienced cashiers can handle tokens as fast as machine tickets; and, that turnstiles can handle the traffic without any delay when two experienced cashiers are selling tokens.

The Saenger Theatre located in Pensacola, Fla. was the first conversion job. The renovation included a complete new front, new concession department, new lobby, and a new foyer treatment. *Photograph A-1* is a view of that lobby as seen by the patron as he enters. On examination of the photograph you will see that small swinging gates divide the area between the boxoffice and the concession stand at the point where the turnstiles were installed. Through experience, we found that these gates are not necessary. The traffic can be controlled by the use of standee ropes and stands.

Photograph A-2 shows the boxoffice on the left with an adult patron depositing his token prior to passing the adult turnstile. As the patron leaves the turnstile he will join the other customers being served at the 36 ft. long concession counter.

In the Hart Theatre, Baton Rouge, La., (*Photograph #B1*) the boxoffice was moved from the front to the lobby. Here the flow of incoming traffic is controlled by use of standee ropes. *Photograph B-2* shows patrons as they have passed through the turnstile and approach the concession area.

In the Paramount Theatre, Gulfport, Miss. —entry way, boxoffice and turnstile are shown in *Photograph #C-1*. *Photograph #C-2* shows a patron at the box office. After purchasing ticket he will turn and proceed through the turnstile.

The renovation of this theatre was such that the concession area could not be positioned in view of the turnstile. The patron passing through the turnstile proceeds to the foyer area and then immediately to the right is the concession stand which is located in the rear of the auditorium.

FREE OFFER

We will rebuild one of your drive-in speakers **FREE** to prove we can make it good as new—or better!

Accept our offer. Send us one speaker (not the case). We will rebuild it free and return to you. You test results.

Every speaker rebuilt by Western is Waterproofed, Guaranteed. **Saves you money, time and inconvenience.**

ACT NOW! SEND SPEAKER TODAY

ALL KINDS AND STYLES of speakers rebuilt with latest electronic equipment. All speakers are *weatherproofed, tested, dated* and GUARANTEED ONE FULL YEAR!

Write DEPT. E

WESTERN ELECTRONICS CO.

3311 HOUSTON AVE., HOUSTON, TEXAS 77009

The New XeTron Projection Lamp

Xenon Bulb Sizes From 450 To 2,500 Watts

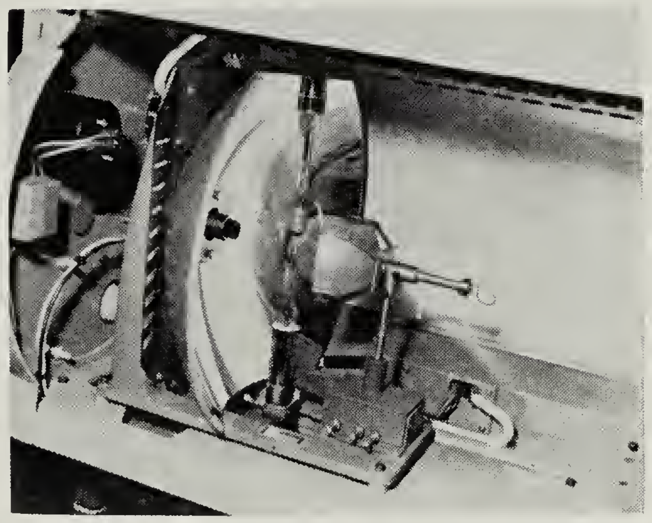
■ Carbons, Inc. through its new XeTron Division, is distributor for the XeTron lamphouses, manufactured by Cinemeccanica of Milan, Italy.

These lamphouses are available in two basic sizes. The XeTron CX unit uses a 450 watt Xenon bulb for 16mm and 8mm projection and, too, for small screen and studio 35mm applications. The larger XeTron lamphouses are designed for 900, 1600 or 2500 watt Xenon bulbs, and can be used with screen sizes up to 40 feet wide. Specially designed, patented front surface "cold" reflectors are standard equipment. The coating, made by one of the foremost specialists in the field, is "super hard" and withstands repeated cleaning without losing its characteristics.

XeTron is also happy to announce that they have been selected by the Christie Electric Co. of Los Angeles, as the exclusive distributor for their power supplies for those fields in which the XeTron Division is primarily concerned. Christie Electric Co. is recognized as one of the finest power supply manufacturers. Their power supply has been approved by the Osram Company as being satisfactory for use with their Xenon bulbs, which therefore assures that the warranty will be honored.

The XeTron Power units use highly efficient and fully field-proven silicon rectifiers. They have the proper volt-ampere characteristics, current ripple and of 1 per cent RMS or less, current regulation as specified for proper Xenon operation. These features provide XeTron equipment users with maximum protection as far as trouble-free, low cost operation is concerned.

The same type of customer service by Field Technicians, for which Lorraine Carbons has been commended, will be available from the XeTron Division.



Interior view of the 2,500 watt lamphouse shows electrical and mechanical design. The auxiliary mirror is shown forward of its regular position so that the electrodes of the bulb can be seen. The main reflector is 15¾" in diameter and is of the heat transmitting (Cold) type. It features a front surface which is very durable and is color corrected to produce the whitest light and best possible color reproduction.

The motto—"A sale is not the final contact with our customer"—will also be carried over to the new division.

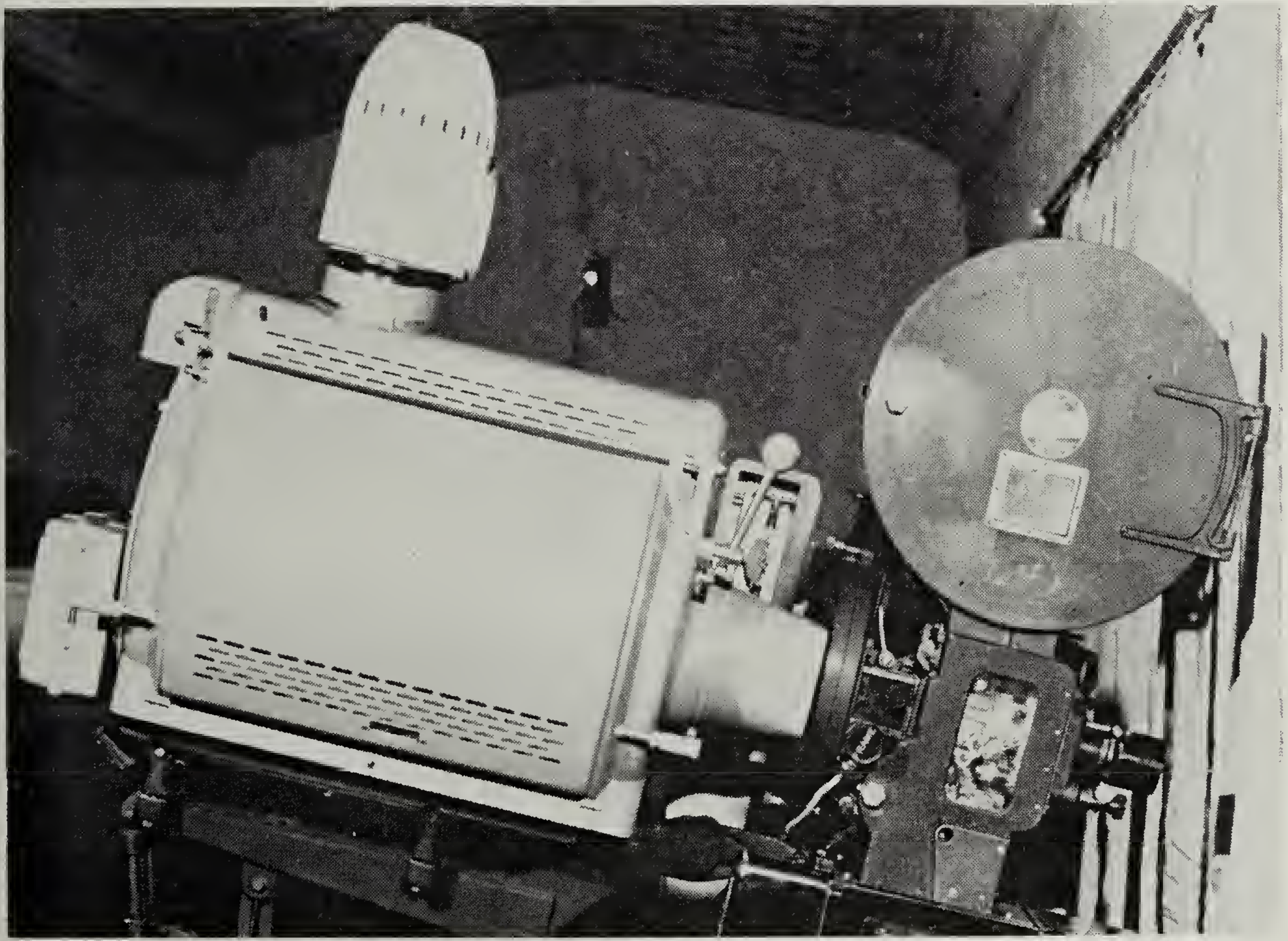
For those not familiar with the Xenon short arc and its characteristics, the following information may be helpful.

The Xenon bulb consists of a quartz envelope containing two tungsten electrodes in an atmosphere of Xenon gas.

Some of the important characteristics are outlined hereinafter: (1) Average color temperature is 6,000 degrees Kelvin which is considered best for motion picture projection. (2) Color remains unchanged even when input power is varied over a wide range. (3) Maximum arc stability. (4) Constant light output over rated average life when bulb is operated according to specifications. (5) Very clean operation.

The bulbs must be operated from direct current with the proper polarity. The power supplies are designed especially for the Xenon operation and must meet several requirements, such as: (1) Proper no-load voltage. (2) Satisfactory voltage regulation to reduce arc voltage to proper operating level after arc is established. (3) Low current ripple to prevent damage to Xenon bulb and give a flicker-free picture. (4) Provide a fine type of current control in order to adjust the bulb current to the needed value.

The correct design of the power supply is of utmost importance to a successful Xenon operation, such as Christie's, otherwise it can reduce bulb life considerably and create several hazards to a normal operation.



Operating side view of the XeTron 2,500 watt lamphouse, designed to mount on any standard base. It provides the proper distance from base to center of optical axis. High voltage starter is mounted on outside to rear, eliminating any heat problem that might develop if mounted inside the lamphouse. The ventilating fan is an accessory and is recommended for the proper ventilation of the lamp.

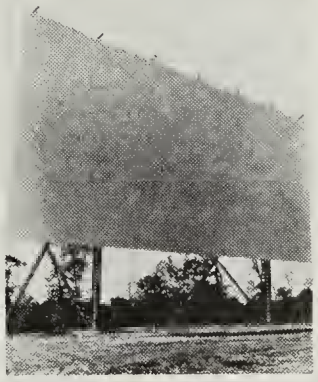
Only The Best
EQUIPMENT
Is Good Enough
☆ For The Finest
Strongest, Safest
and Most Durable—

AMERICAN APPROVED

PARK and PICNIC, PLAYGROUND AND SWIMMING POOL EQUIPMENT

The wise choice of experienced buyers for more than half a century. Write for comprehensive literature.

AMERICAN PLAYGROUND DEVICE CO.
ANDERSON, INDIANA, U. S. A.
WORLD'S LARGEST MANUFACTURERS OF FINE PARK, PICNIC, PLAYGROUND, SWIMMING POOL AND DRESSING ROOM EQUIPMENT



CAREW SCREEN TOWERS

- Present a clear functional design and require only four supporting piers.
- Are extremely flexible as to screen area and height.
- All structural members are of hot rolled A-36 Steel having a minimum thickness of ¼" primer painted.
- Anchor bolts, leveling plates, and anchor bolt plans and reactions are included.
- Screen is heavy gage galvanized metal with a baked prime coat of paint.
- Prices furnished upon request.

CAREW CORPORATION
York, Pennsylvania

Closed Circuit Television For The Theatre

Budding Profit Medium Raises Questions On Place Of Large Screen Television For Special Event Use

■ The successful closed circuit telecast of the Liston-Clay world heavyweight championship fight in motion picture theatres across the country by Theatre Network Television, Inc., and the telecast of National General's Beatles program has stimulated interest on the part of exhibitors on the place of big screen TV as a profitable adjunct to the theatre operation as it exists today.

Presently in the offing is another closed circuit telecast that will cover the Indianapolis '500' racing Classic, coming from M. C. A. T. V.

The development of specialized projection equipments which have made possible the transmission of both black and white and color images large enough for a theatre-sized screen has had a lot to do with the resurge of interest in this type of operation.

Although much of the equipment used in these special, closed circuit telecasts is similar, we feel a discussion of the individual characteristics of the systems in use would be of aid to theatremen contemplating a telecast in their houses.

TNT System

"Color Eidophor" is the name of the Theatre Network Television equipment, which utilizes three separate optical systems for the projection of full color on a theatre-sized screen.

The signal, or "input" originates from one of several sources in the Eidophor system. It can come from a live TV session being photographed and piped directly to the projector, it could come from a color video tape, or a color television program picked up from the air by transmitter.

The key element in the new system is a concave mirror on which has been deposited a special viscous fluid called the control layer. Both the light from the system's light source and the "input" electronic impulses converge on this concave mirror with its control layer.

The control fluid, according to Eugene D. Warren, director of engineering of TNT (Theatre Network Television, Inc.), has been formulated for specific electrical, chemical mechanical, optical and thermal properties.

The light source as in the Talaria system, is a xenon lamp, one of the brightest light sources developed for projectors. The light travels from the lamp to a series of reflecting bars and then to the control layer and mirror. If the system has no "input," the light will then retrace its path from the mirror back to the reflecting bar and then to the light source, the screen remaining black.

When there is an "input" a different set of circumstances occur. The input arrives through an electron gun. The gun writes its electronic tv picture on the control layer of the mirror. This modifies or "etches" the formerly smooth surface of the control layer. Light from the light source which passes through these "etched" areas on the control layer are deflected from their normal course.

The light now goes back from the mirror through the etched control layer surface, through the bar system (which now lets the light pass straight through rather than reflecting it directly to the light source), through an optical system and then to the theatre screen.

The new Color Eidophor has three separate optical systems, each of which receives, processes and projects, one of the primary colors in the color image. An ingenious control system permits a simple matching of the three primary colors from the three optical systems to form the color picture on the screen.

It projects more than 4,000 lumens of light on the screen, making possible a bright, crisp picture, even on a huge screen, 50′ x 38′.

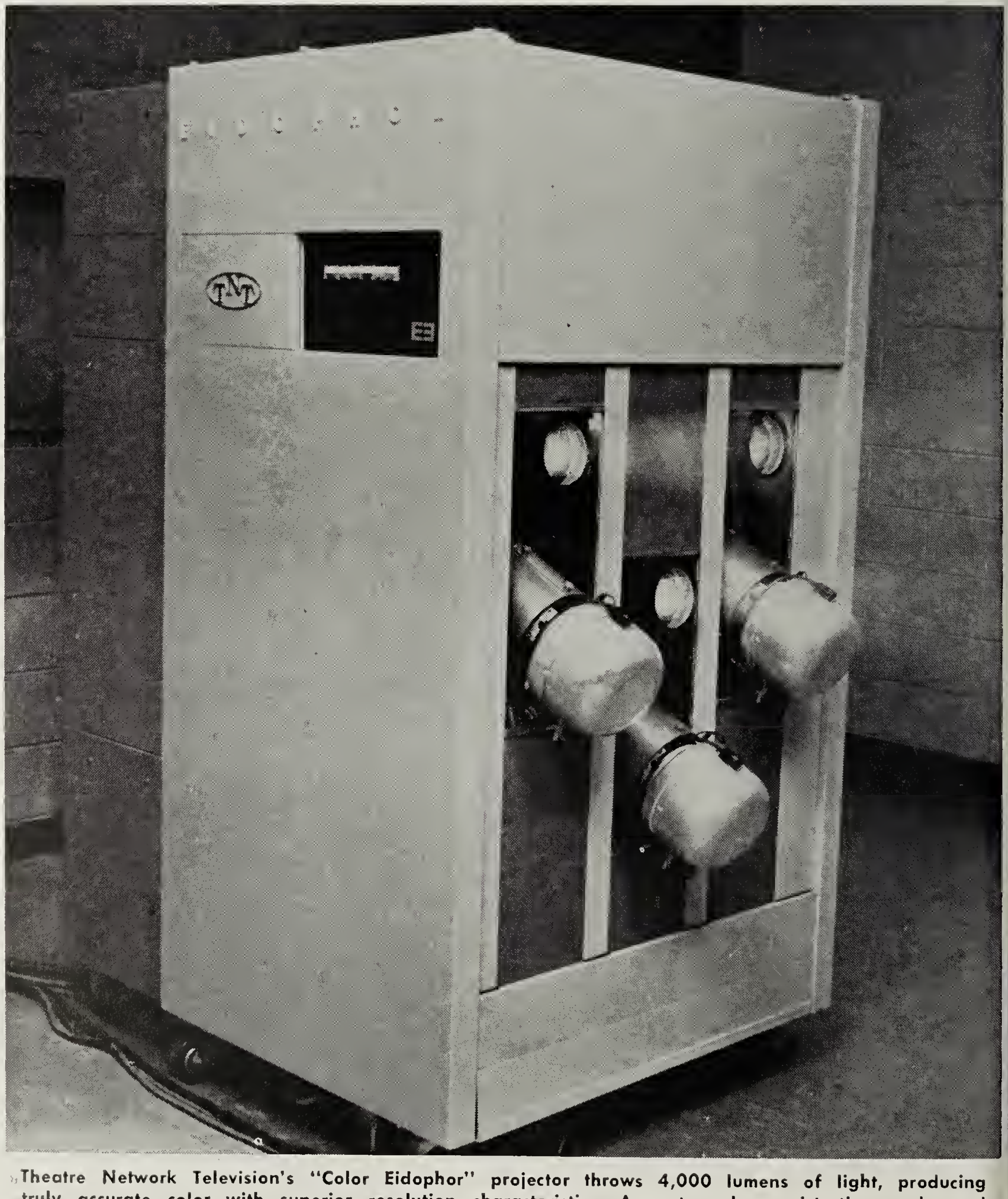
The contrast ratio of the new system is 100:1 vs. 20:1 for older systems—a five-fold improvement. Contrast ratio is the difference between the darkest blacks and brightest highlights. Good contrast as well as bright illumination is necessary for accurate color projection. The resolution, or sharpness of image, is more than 700 lines. Low distortion produces a more accurate color image on the screen.

The fact that tv can now be projected on large screens in true color with a sharp, bright image presents numerous new applications for the medium in the entertainment military, government, educational, industrial and commercial fields.

The ratio of the picture width to projection distance ranges from 1:1 to 7:1, covering the requirements of all normal size theatre screens, from the smallest to the largest.

Illumination at the edges of the Color Eidophor picture are no less than 70 percent of that at the center. Standards of the Society of Motion Picture and TV Engineers

(*Continued on page 47*)



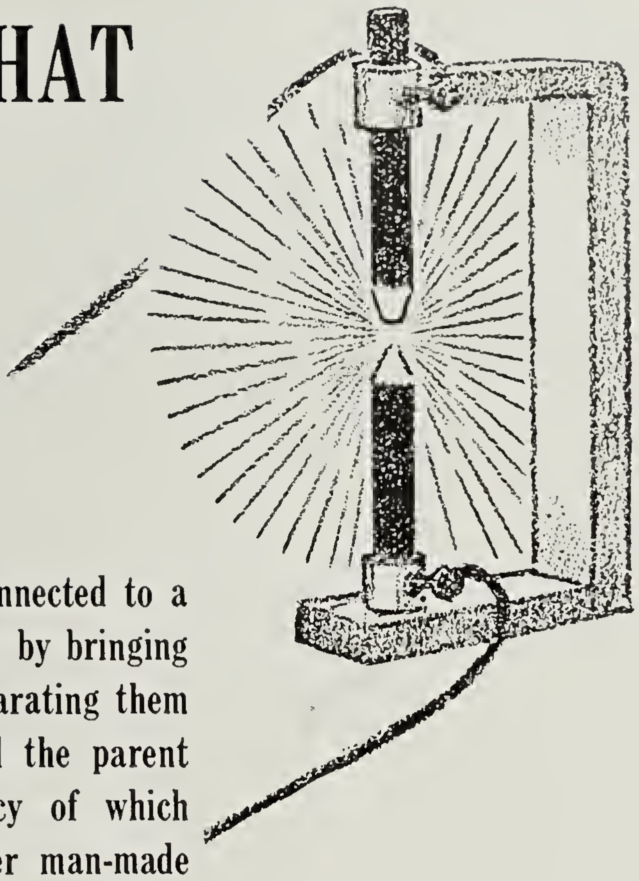
Theatre Network Television's "Color Eidophor" projector throws 4,000 lumens of light, producing truly accurate color with superior resolution characteristics. Accurate color registration and good contrast ratio are claimed.

WE WONDER WHAT

Sir Humphrey Davy

would have thought of

the new FUTURA



In 1800, using charcoal electrodes, connected to a battery, he produced a brilliant flame by bringing the electrodes together and then separating them by a short gap. He had discovered the parent of today's carbon arc, the brilliancy of which has never been surpassed by another man-made light source.

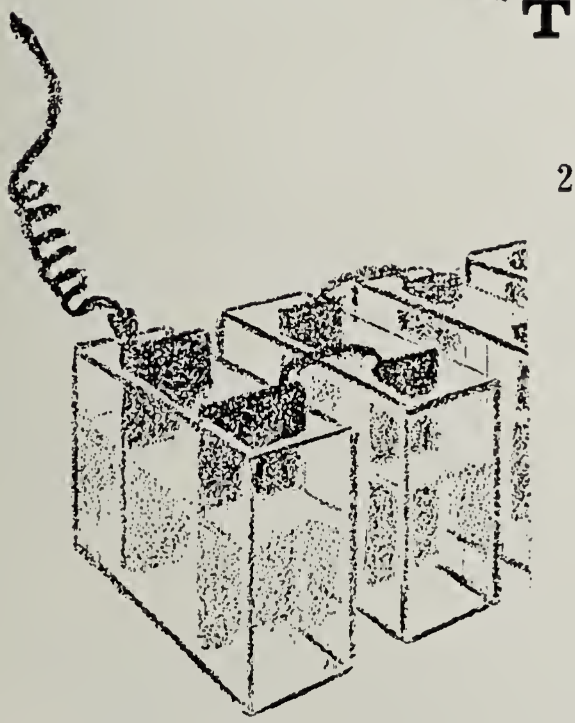
But just as the Wright brothers' first plane has been replaced by today's jets, so too have most previous projection arcs been outdated by Strong's Futura. It provides that extra measure of light for today's big drive-in and indoor screens—the greatest amount of light ever delivered per carbon dollar.

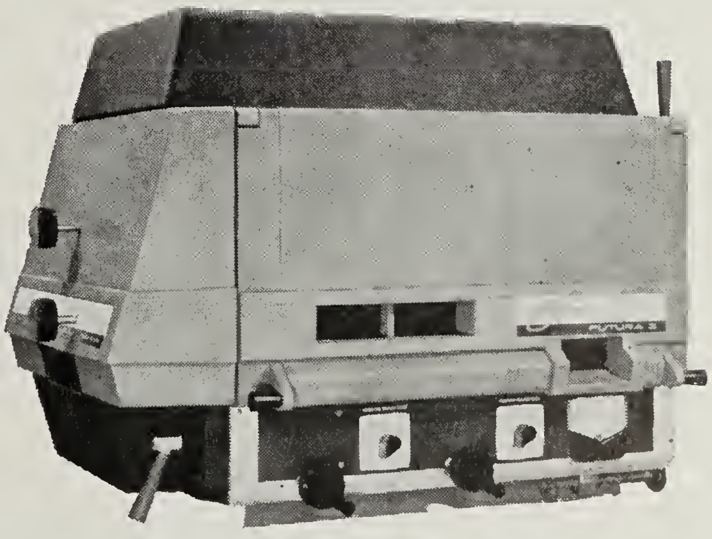
The Futura costs less to buy and less to use with all 35mm and 70mm projectors, and any Strong dealer can prove it.

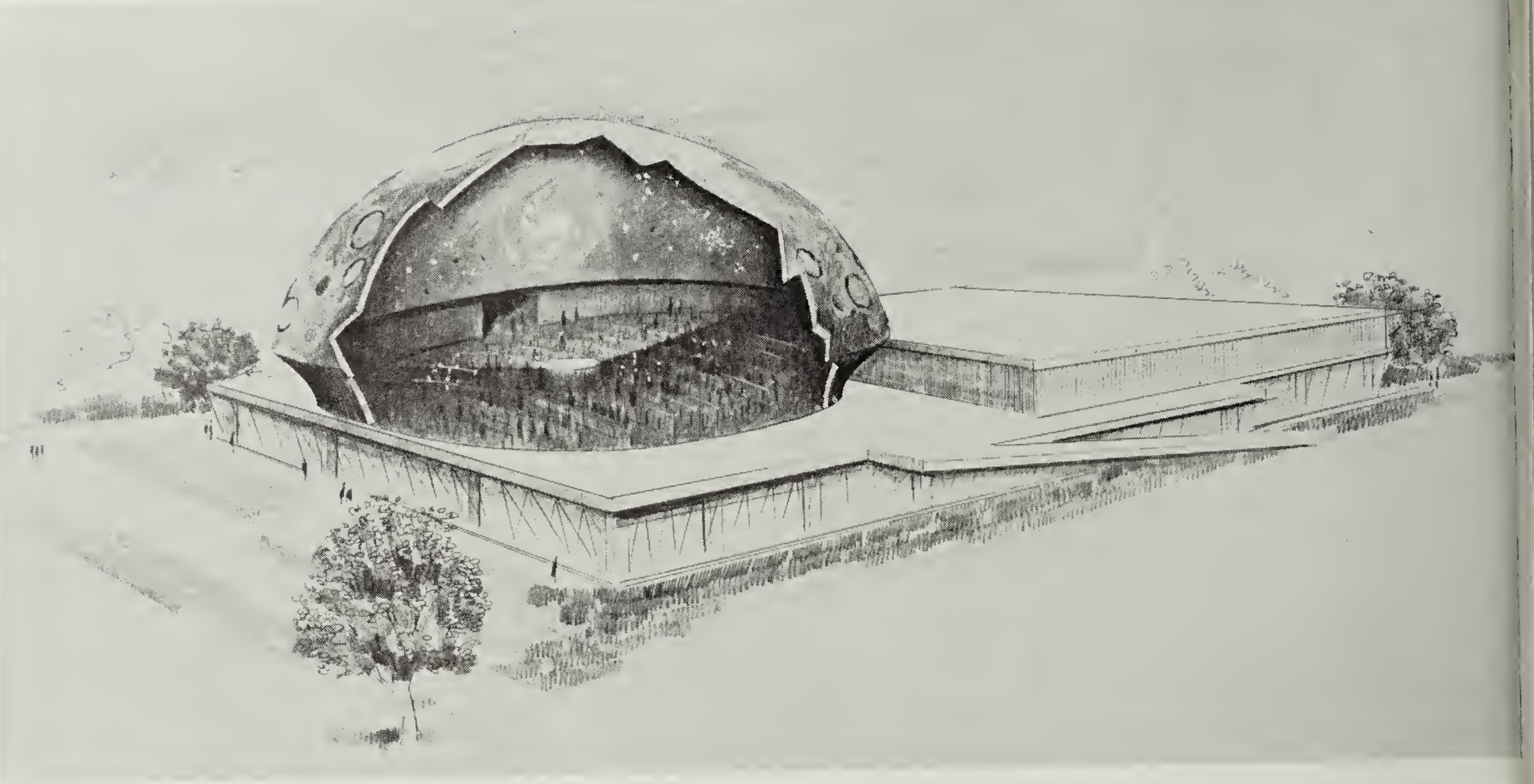
SEND FOR BROCHURE

The Strong Electric Corporation

21 City Park Ave. • Toledo, Ohio 43601
Phone: (419) 248-3741







Cinerama Producing Unique Movie For N.Y. Fair Visitors

U.S. Government Building To Offer 180° Viewing Area

AT the Federal Pavilion of the 1964-65 New York World's Fair, motion pictures will be used in their most effective and dramatic form to help propel audiences through 480 years of history in 15 minutes!

Visitors to the "Dynamic" exhibit, on the upper level of the U. S. government pavilion, will encounter a spectacular film experience which "removes" the picture frame from the showing of movies and thrusts spectators into the effect of a specially prepared film entitled "American Journey."

The lower level of the building will feature an exhibit of historical displays and products of American life. Under the direction of the U. S. Dept. of Commerce and the U. S. Commissioner to the World's Fair, N. K. Winston, Cinerama, Inc., has been developing a truly unique film journey which will surround viewers with sound-and-picture and have them emerge enlightened, entertained and hopefully impressed withour historical background and future challenge.

A creative team is now hard at work at Cinerama's Redwood, California facility, tackling one of the most challenging audio-visual presentations ever contemplated. This group has, as its task, the re-creating, via film and other means, the essence of our American Pioneer Spirit.

Their aim is to compress the "American Journey" into thrilling yet meaningful adventure for the 2,500 visitors per hour who will flock to the Federal Pavilion.

They are meeting the challenge by creating a 15-minute journey which literally and figuratively carries the audience from the discovery of the North American continent, through past and present history, to a moon landing and the fast developing space era.

It was just last August, only 8 months before opening day of the Fair this April, that Nicolas Reisini, president of Cinerama, Inc., signed his name to a $2,250,000 contract calling for his energetic and diversified motion picture company to create, build and operate this unique journey through the inventive heart and drive of America.

Working under the auspices of the Commerce Department and the U. S. Commission, Reisini placed the project under the guidance of producer-director Jeremy Lepard. Noted author-screenwriter Ray Bradbury was assigned to write the story-line narrative.

Due to unparalleled logistical requirements, as well as for reasons of chronology and artistic impact, the U. S. World's Fair Commission decided early that such an adventure could not be presented in traditional motion picture form. Nor could a sufficient volume of viewers be moved into and out of anything resembling a conventional theatre for this journey.

In a decision which might make the U. S. Pavillion the most popular attraction at the giant Fair, it was determined to transport the audience through the colorful adventure, giving visitors a spine-tingling sense of participation in the nation's past, present and future adventures and helping viewers from faraway places to better understand how our melting pot has forged such an adventurous spirit.

"American Journey" audiences will be transported in groups of 55, in specially designed open-top conveyances. The 15-minute adventure, dramatically presented via films projected on more than 130 individual screens, will take the viewer through our decades of surging invention, exploration and enterprise.

Each contour seat in each moving conveyance will be individually-equipped with stereophonic speakers in the headrest. In this way, the story-line narrative, music, and sound effects will be molded into the varied tempo of the visual adventure.

Parenthetically, it may be noted that footweary crowds at the Fair will relax completely in the contour seats of the terraced, open-top conveyances transporting them over the one-quarter mile course. And it's all free.

The enormous variety of shapes and sizes of the 130-plus screens are a dynamic part of an overall story-line plan. Mood and dramatic impact play a key role in the startling arrangement of screens planned to take audiences from the oceans' depths to the far reaches of space.

More than 100 film projectors will unreel the story of our growth and inventiveness, from the flat panoramas of early settlements on the baked plains to the vertical roar of an Atlas booster surging toward outer galaxies. From a cotton gin to an atomic submarine; from the bow-and-arrow to the Spirit of St. Louis to the miracle of modern freeways, the surge of America will unfold in space and time, in event and invention.

The "American Journey" project is developing at Cinerama's Redwood studio, in the Mar Vista section of Los Angeles. Here, producer-director Jerry Lepard has assembled a crew of specialists to evolve, test and experiment.

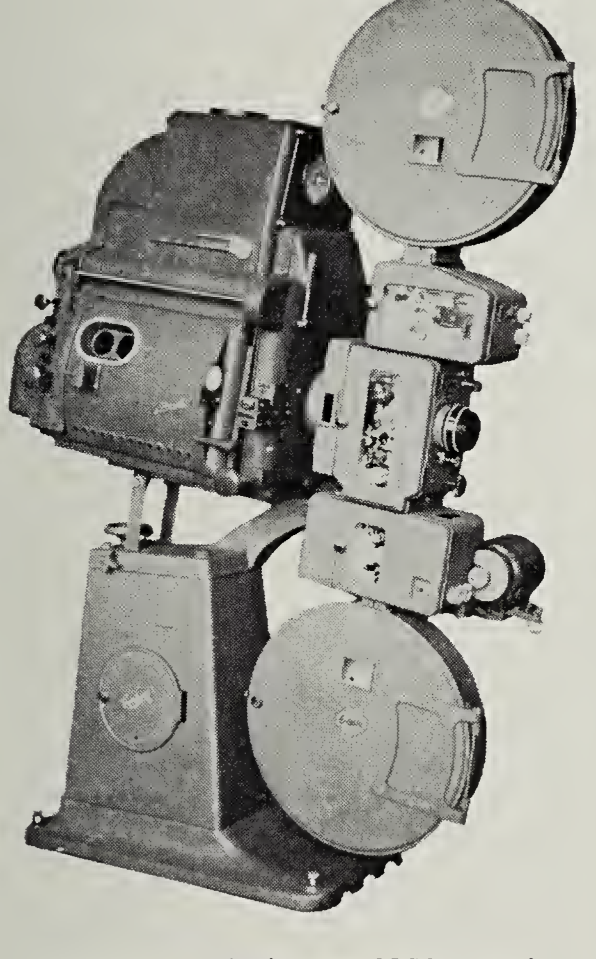
Cinerama camera crews were assigned to cover the nation to acquire the special footage needed. From Florida to New England, from Manhattan to the Rogue River, film was shot, some footage taken with new lenses for new methods of projection. Full-scale cooperation was obtained from an impressive group of museums and government agencies.

In all, Cinerama's "American Journey" is planned as a total experience, a startling adventure at every turn. "We fully expect," says Lepard, "that audiences may take this journey four times and have a new experience each time."

Century **PROJECTION AND SOUND SYSTEMS**

TRY THE *NEW* CENTURY PROJECTOR

. . . NEW Main Drives . . . NEW Film Traps and Gates



CENTURY'S standard or new 35-70mm projector

The NEW CENTURY projectors have more *desirable features* than any other equipment. You will find no "gadget improvements" on CENTURY equipment—everything is scientifically arrived at—to give you *full dimensional* reproduction of picture and sound, with trouble-free operation.

HIGH EFFICIENCY MECHANISMS. CENTURY projectors require almost no maintenance. They contain fewer parts in simple arrangement so that stress and wear are at a minimum. The ingenious design of the main drive shaft eliminates the pinion and stud unit of the soundhead coupling and provides a more positive trouble-free drive, means less trouble, lower maintenance, less vibration, sharper pictures . . . finer projection.

CLEAN, TROUBLE-FREE OPERATION. CENTURY has reduced lubrication headaches. There are no oil sprays or oil baths to mess up film and projection room. Oil-less bearings and glass-hard steel gears rule out bindups.

MAXIMUM LIGHT PROJECTION. The mechanism is designed for f/1.5 optical system and 4" diameter lenses and will accommodate the latest high-intensity arc lamps.

WATER-COOLED PROJECTOR APERTURE. Another CENTURY design. CENTURY'S non-condensing, slide-in, water-cooled aperture is a model of simplicity to use and it will pay big dividends in improved projection.

CURVED FILM TRAPS & GATES. CENTURY curved gates are patterned after the well known CENTURY film trap and gate. This sturdy precision design provides positive positioning of the film—therefore positive focus. The aperture plate is an integral part of the film trap and serves to maintain correct focus.

Century ALL-TRANSISTOR SOUND SYSTEMS

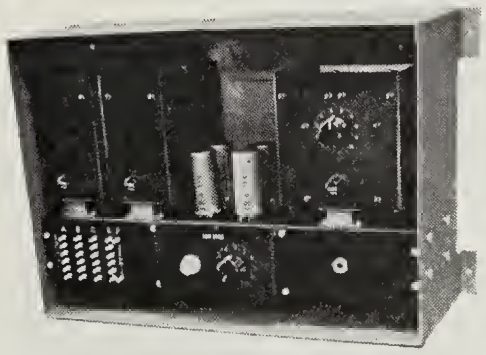
SINGLE CHANNEL • FOUR CHANNEL • SIX CHANNEL

the newest achievement in modern electronics!

- ★ Entirely eliminates vacuum tubes, transformers, heavy condensers, preamps, photocells, etc.
- ★ Fewer, simpler, long-lasting components. Incredibly greater reliability. Minimal maintenance.
- ★ Power losses reduced to a minimum.
- ★ Improved audio quality—remarkable sound definition.
- ★ Lower installation costs.
- ★ No more racks of equipment. Big savings in weight and space requirements.
- ★ Electronic switching—no complex mechanical switches, no relays.
- ★ All transistor power amplifiers with visual overload indicator and automatic protection.

Each CENTURY installation can be selected to meet the physical or financial requirements of any theatre or drive-in.

CENTURY sound reproducers feature the famous *hydro-flutter suppressor*, exclusively—winner of an Academy Award because it is a "fundamental improvement in film drive" and "results in improved quality in the theatre." (Citation of the Academy of Motion Picture Arts and Sciences.) CENTURY sound has unusually high fidelity due to the low flutter obtainable with CENTURY sound reproducers.



This wall mounted case—ONLY 17" x 12"h. x 7"d. contains the complete sound system for your theatre.

Recipient of the
SMPTE SAMUEL L. WARNER AWARD 1962

See your CENTURY dealer or write:

Century **CENTURY PROJECTOR CORPORATION**
NEW YORK, N. Y.

Ashcraft's Core-Lite And Super-Core-Lite Lamphouses

Claims Savings In Operating Costs With High Light Gain

■ The C. S. Ashcraft Manufacturing Co. recently introduced two new projection arc lamps with a system of light projection optics (patent applied for) entirely different than those used by any other lamp in the past.

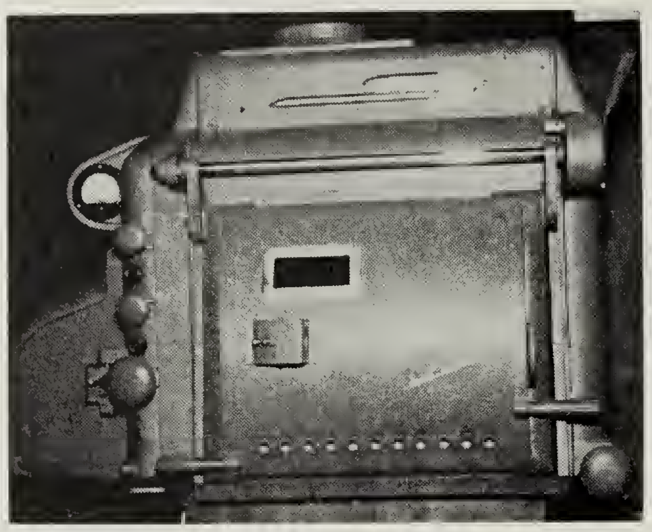
They call it the Core-Lite system of arc lamp optics and identify these new lamps as the Core-Lite 35/70, and the Super Core-Lite 35/70. Each lamp can be used in connection with 35mm or 70mm projectors and does not require the use of a beam spreader or extra optical elements, nor is it necessary to re-position the entire lamphouse when changing from 35mm to 70mm operation.

A quick and simple re-positioning of the positive carbon 1/8" nearer to the reflector does the job in less than three seconds.

The difference between the Core-Lite optical system and all others is in the operating distance between the reflector and aperture plate. The distance is 29½" on each lamp. It is from 2¼" to 6½" shorter than other arc lamps. This requires a change in the distance from the positive carbon crater to the reflector, and the combination of these two changes make possible the transmission of pure white light through the projection lenses to the screen, with up to 100 per cent white light distribution resulting.

All of the useful white light rays of the core of the positive carbon reach the screen while the objectionable red, brown and yellow rays of the shell or rim of the carbon are dissipated on the projector cooling plate around and away from the film area. This also removes much of the heat from the film because the focal point of the light beam in the Core-Lite system is not on the film. Less focus drift is noticeable and high speed lenses, especially those with extremely short focal lengths (1.80" to 3"), may be used with none of the faults attendant to their use with other types of arc lamps. When properly installed, there is no "hot spot" in the system.

The Super Core-Lite 37/70mm lamp.



The Core-Lite 35/70mm.

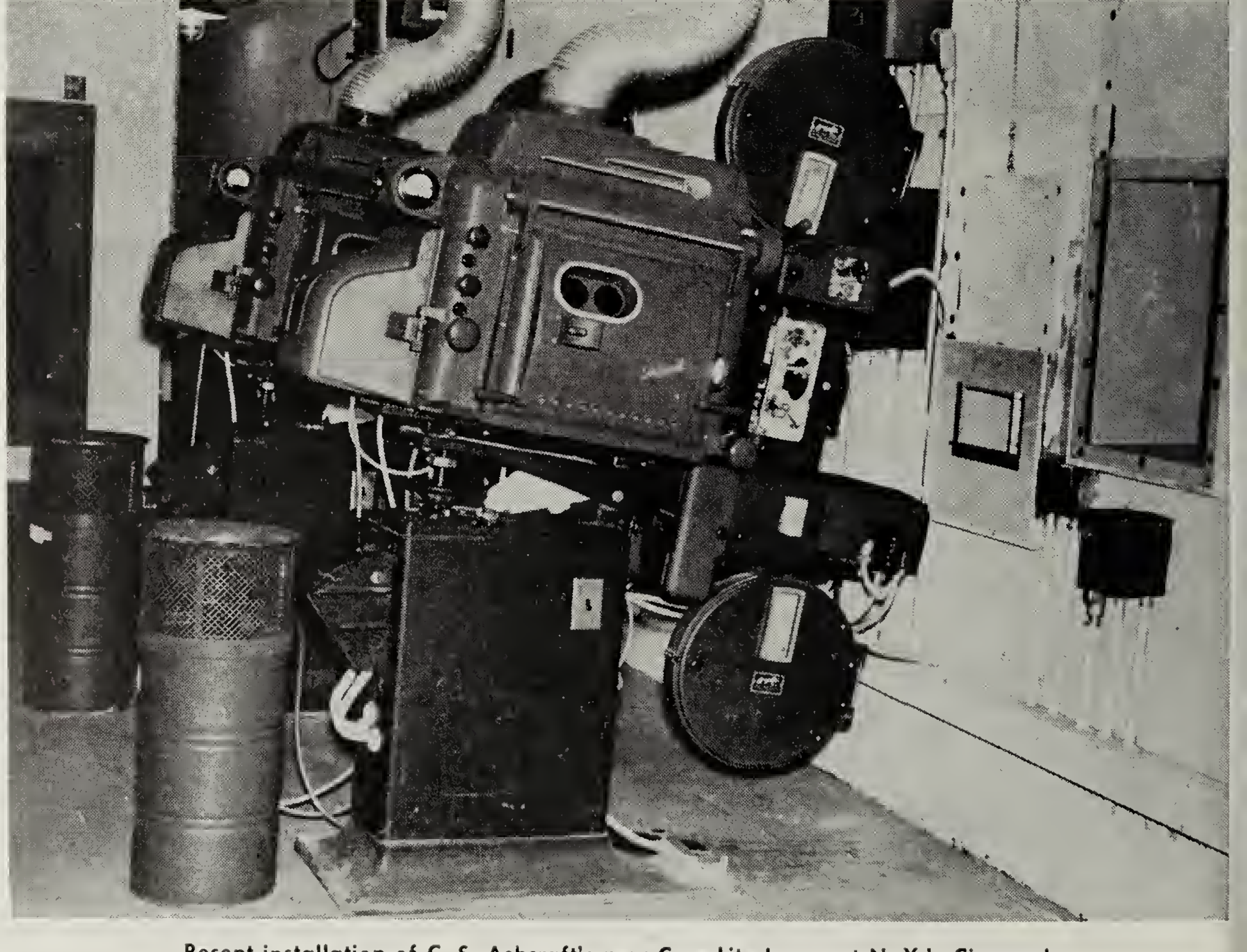
The Core-Lite 35/70 is popular because of its broad range of operation (from 75 to 120 amperes and arc volts from 47 to 56). The 11mm diameter black rotating positive carbon is used throughout that current range. A 5/16" copper coated negative is used between 75 and 90 amperes, 11/32" between 91 and 105 amperes and 3/8" between 106 and 129 amperes.

A 16" reflector is used throughout the entire current range because the use of a larger reflector with an 11mm positive carbon is not necessary at the prescribed working distance. Balcold reflectors are recommended in current ranges above 92 amperes.

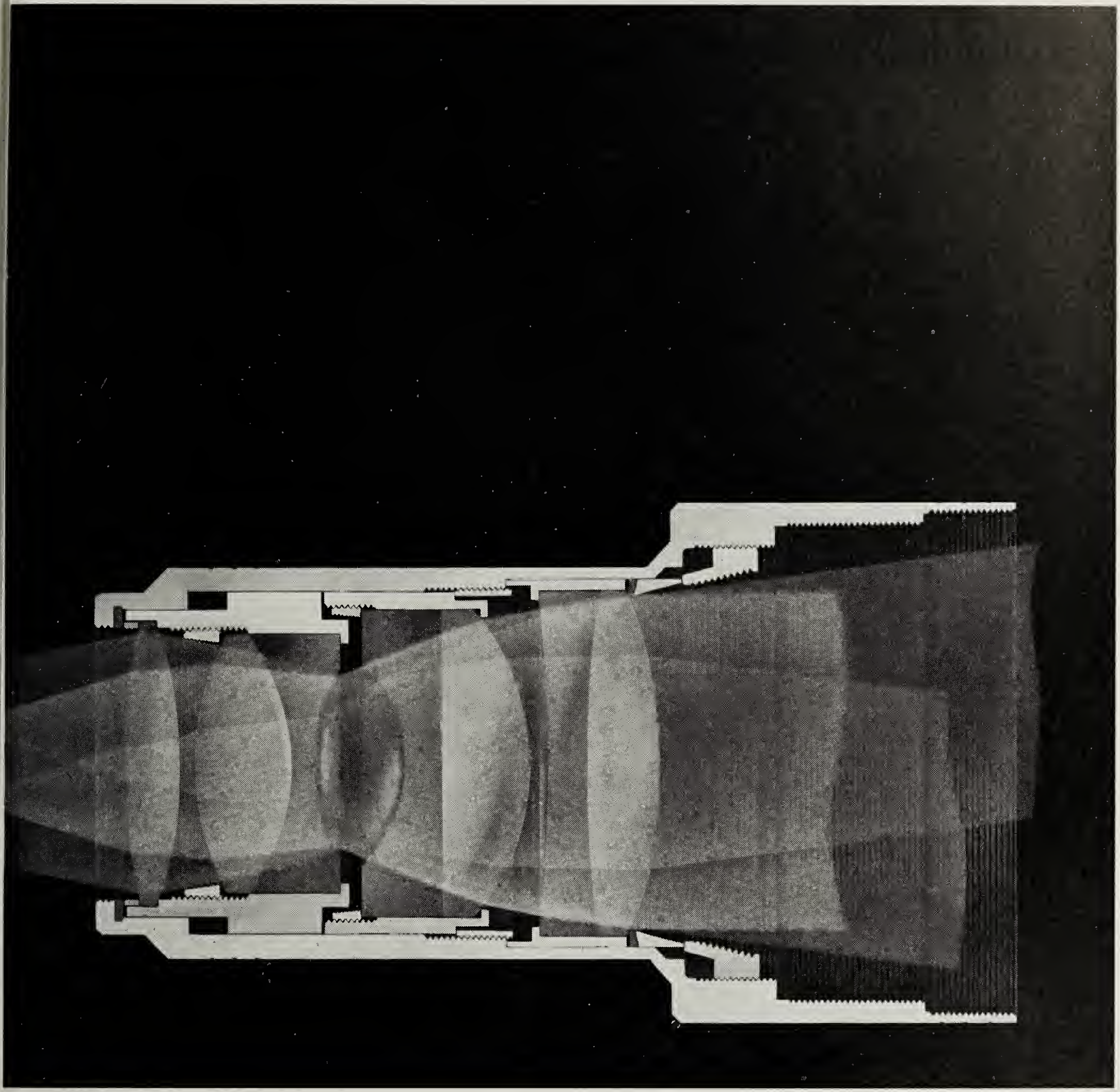
The economy of operation of the Core-Lite 35/70 arc lamp is as important as its light making capabilities. Savings between 35 per cent and 50 per cent in carbon costs can be expected, depending upon the types of lamps replaced, according to statements of a factory representative. For example, if lamps burning 8mm x 9 negative and 9mm x 14 copper coated carbons at 75 amperes are replaced with Core-Lite 35/70's, the carbon saving can be as much as 35 per cent with greatly increased screen illumination with a higher percentage of white light distribution. Greater savings are realized (up to 50 per cent) if lamps burning 10mm positives at 100 amperes are replaced with Core-Lite 35/70's.

Hundreds of small to medium-sized drive-ins now using Suprex or other dated types of arc equipment would find a demonstration of the 35/70mm Core-Lite a surprising experience, since the new lamps meet the needs of these theatres in the light department at a substantial savings in operating costs.

The Super Core-Lite 35/70 has an even broader current range. That lamp may be burned between 120 and 165 amperes and at arc volts between 56 and 66. A 13.6mm diameter black rotating positive carbon is used throughout its current range. A 7/16" x 9" Orotip Special (National L-1132) is recommended. This lamp uses an 18" Balcold reflector. According to an Ashcraft spokesman, the Super Core-Lite is truly a phenomenal light maker, in that the lumen output far exceeds requirements per kilowatt of electricity consumed. It is the recommended lamp for use in drive-in and indoor theatres with large screens where maximum light output is required.



Recent installation of C. S. Ashcraft's new Core-Lite lamps at N. Y.'s Cinema I.



America's number 1 source of optimum image quality!

Kollmorgen Projection Lenses, of course! These highly corrected, multiple-element optical systems are unsurpassed. They offer the screen image with sharp focus, excellent contrast, uniform illumination and freedom from color fringes that the motion picture industry demands today.

Proof? Kollmorgen Projection Lenses are used extensively with Cinerama. They are standard equipment in more than 70% of American theaters.

Why such leadership? Optical excellence plus customer oriented sales and service. More than 50 standard projection lens models are always in stock for prompt off-the-shelf delivery. Custom modifications, periodic checks and repairs are handled promptly. Loan lenses are available.

Get all the facts! Ask your equipment dealer for the new 1964 Kollmorgen Projection Lens Catalog, or write us direct.

KOLLMORGEN
CORPORATION
NORTHAMPTON, MASSACHUSETTS

Strong Introduces New Futura Projection Lamps

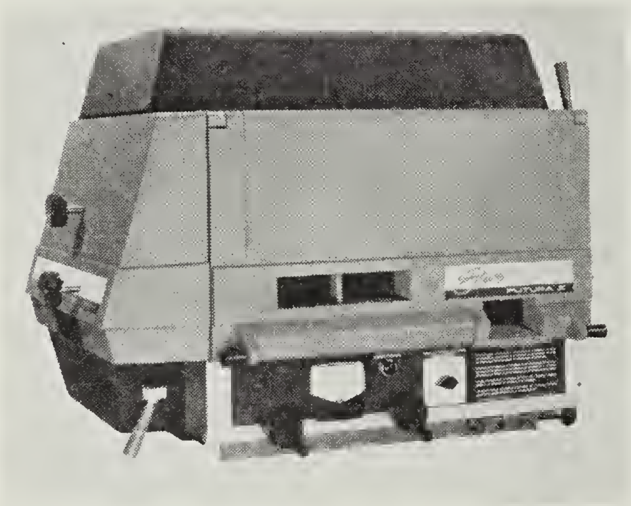
Lamp Matches Optical Requirements Of All 35mm, 70mm Projectors

■ A completely new projection arc lamp, the Futura, was introduced to the trade this year by the Strong Electric Corp., of Toledo, Ohio.

The Futura lamps, available in three ratings for operation at current ranges from 75 amperes to 160 amperes, may be used in indoor theatres with screens up to 65 ft. and in drive-ins with screens up to 120 ft.

The Series 93,000 Futuras are reflector type, direct current, high intensity projection arc lamps using angle trim and are adaptable to all 35mm and 70mm professional projection equipment.

The Futura I utilizes 11mm carbon trim burning at 75 to 105 amperes; the Futura II with automatic crater positioning, uses 13.6mm carbon trim burning at 120 to 160 amperes; and the Futura II with automatic crater positioning can be used with an 11mm carbon trim burning at 100 to 125 amperes.



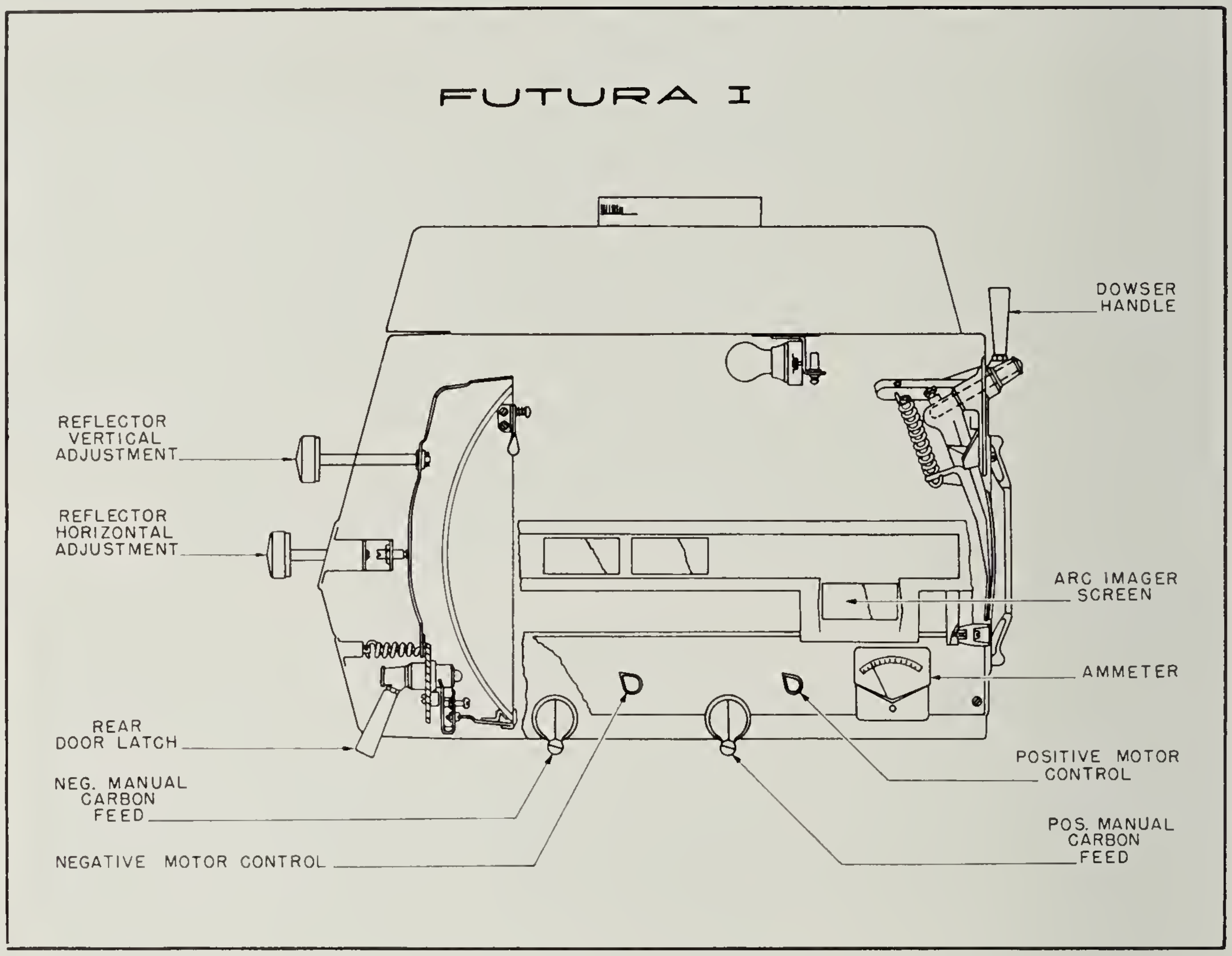
Futura II

The economical Futura I uses either a National LO109, 11mm X20″ Positive with a 5/16″ copper coated Orotip "C" negative for 75 to 85 amps, an 11/32″ copper coated Orotip "C" negative for 86 to 105 amperes—or the Lorraine 11mm x 20″ Grade 3193 Positive with a 5/16″ Grade 559C negative for 75 to 85 amperes and the 11/32″ Grade 559C for 86 to 105 amperes. The current ranges specified are approximate and, under certain conditions, the 5/16″ negative can be used at slightly higher current ranges and the larger 11/32″ negative at slightly lower currents.

The power source for the Futura I can be either a generator or rectifier designed for angle trim arc service with a no load voltage at least 20 volts above the arc voltage.

An exhaust system of 8″ in. diameter or the equivalent duct size must be installed along with an exhaust blower rated at a minimum capacity of 750 cu. ft. of air per minute.

A single knob moves the entire arc burning assembly in relation to the reflector focal point, should a change from 35mm to 70mm projection be required. Silvered reflectors are provided for lamps burning at less than 95 amperes, while a big, 18 in. first surface Tuf-Cold Reflector is provided for lamps burning at 95 amperes and above.


FUTURA I
DOWSER HANDLE
REFLECTOR VERTICAL ADJUSTMENT
REFLECTOR HORIZONTAL ADJUSTMENT
ARC IMAGER SCREEN
AMMETER
REAR DOOR LATCH
POSITIVE MOTOR CONTROL
NEG. MANUAL CARBON FEED
POS. MANUAL CARBON FEED
NEGATIVE MOTOR CONTROL

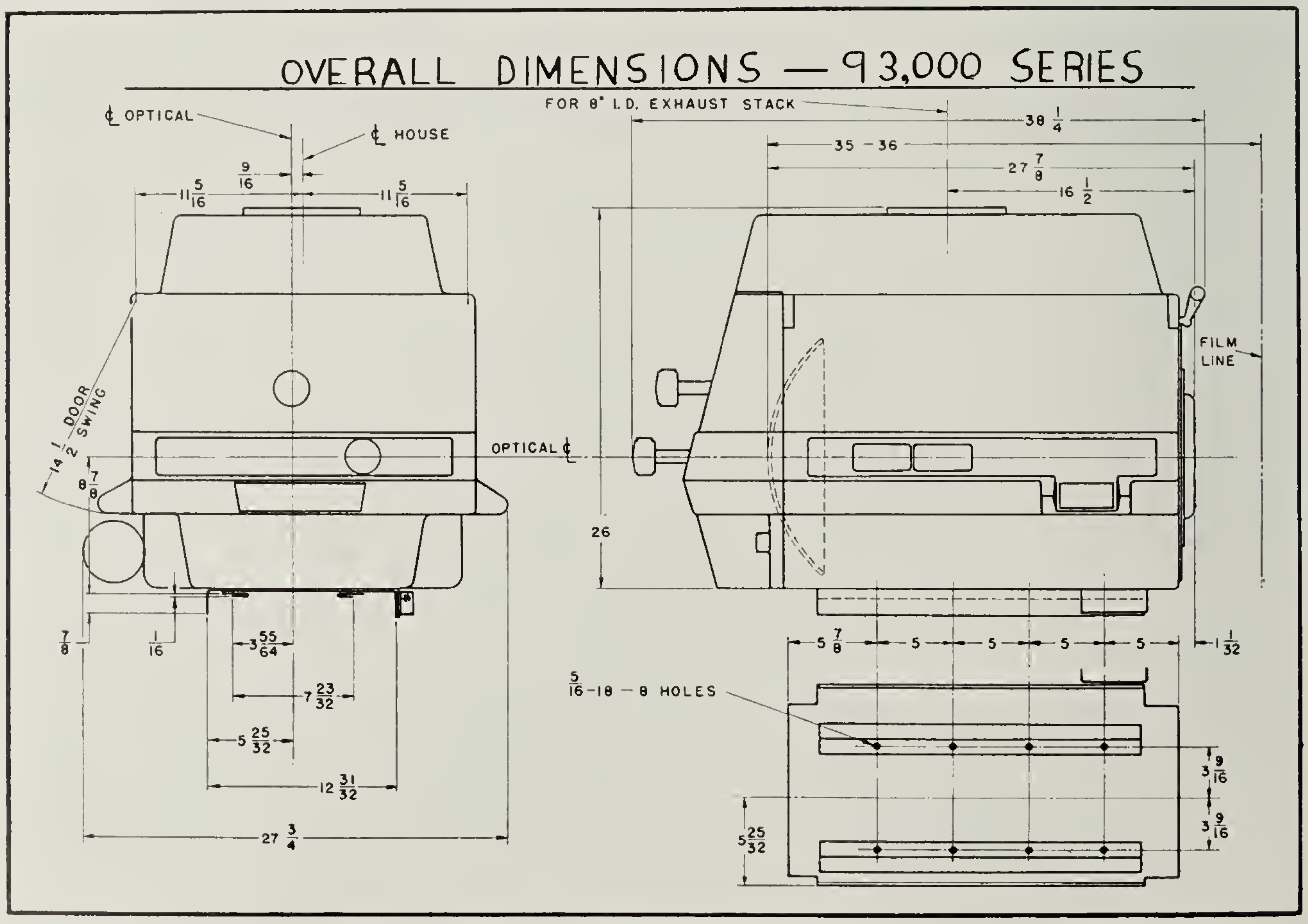
If the Futura I is to be used for 70mm projection, the manufacturer recommends operating the lamp at above 95 amperes. Arc voltage ranges from 49 to 61 volts d.c., corresponding to the low level of 75 up to a high of 105 amperes.

A calibrated scale with reference pointer permits the precise reset of burner focus once the 35mm and 70mm positions are established.

For arc currents below 135 amperes, a choice of either water or air cooled heavy duty silver positive carbon contacts is offered. The 13.6mm trim Futura II for currents above 135 amperes uses water cooled contacts only.

In operating, the position of the positive carbon in reference to the arc imager wire is controlled by the speed of the positive feed motor. Feed rates are pre-established throughout the current ranges, and, for the lamps without automatic crater positioning, adjusting the feed cranks is necessary only when

(Continued in next column)


OVERALL DIMENSIONS — 93,000 SERIES
℄ OPTICAL
℄ HOUSE
9/16
11 5/16
11 5/16
DOOR SWING
14 1/2
8 7/8
7/8
1/16
3 55/64
7 23/32
5 25/32
12 31/32
27 3/4
OPTICAL ℄
FOR 8" I.D. EXHAUST STACK
38 1/4
35 - 36
27 7/8
16 1/2
FILM LINE
26
5 7/8
5
5
5
5
1 1/32
5/16-18 - 8 HOLES
3 9/16
3 9/16
5 25/32

Traffic Control

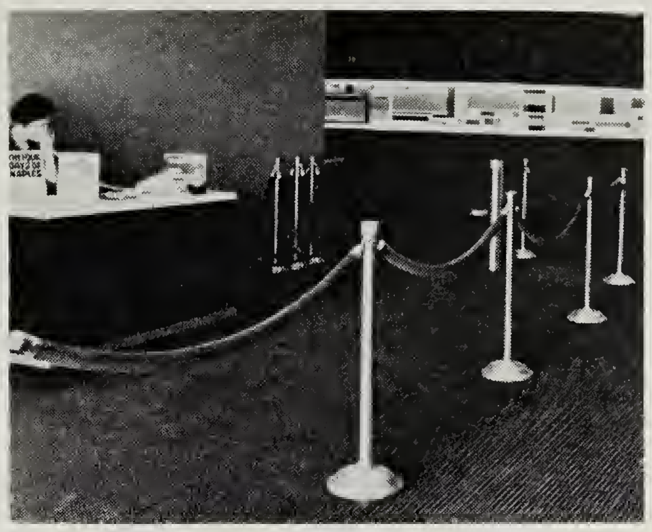
■ One of the largest pedestrian traffic control problems in history is being solved for the New York World's Fair with the help of Lawrence Metal Products, Lynbrook, N. Y., which has specialized in crowd control equipment since 1881.

Lawrence's new developments in technology, materials and design are available to provide the most efficient traffic flow possible for the smaller but no less troublesome crowds welcomed in theatres everywhere, both indoor and drive-in.

The company provides a complete line of posts, ropes, chains and other products and stands ready to assist exhibitors with suggestions for layout and traffic flow. As a matter of fact, Lawrence products are regularly specified by leading architects and designers.

In addition to posts, ropes, and chains, Lawrence also offers turnstiles and gates, stair rails, bar rails, smoking receptacles, and exhibit booths in a variety of styles and designs to fit any decor, with a wide choice of materials and finishes.

Theatres and other places where the public gathers have a safety problem to consider as well as a traffic control problem, and the wide variety of styles in posts, ropes, and railings available from Lawrence assures that each individual situation can find something to fill its needs.



It takes entirely different units, for instance, to do the job on a carpeted floor, compared to an uncarpeted surface. Many modern theatres are becoming more than just places where movies are shown. They are more likely to be used as well for a wide variety of community activities. In such situations, it is impractical to have fixed posts and ropes. For these theatres, Lawrence provides portable equipment that can be set up and removed as needed.

When the theatre lobby, for example, becomes an art gallery for an exhibition, it can be rearranged through use of Lawrence posts, floor sockets, and caps quickly and efficiently. The caps will fit flush with the floor surface for neat and safe closing when not in use.

Drive-ins, of course, depend on efficient traffic flow for maximum concession returns, and here again Lawrence has everything the showman needs in the way of railings, turnstiles, etc.

---

the arc is struck.

A constant curtain of forced, cool air flows over both surfaces of the reflector, greatly reducing thermal stresses which might result in reflector breakage. This air current also keeps the products of combustion off of the reflector surface. A self-contained centrifugal blower ventilating system cools the carbon feed mechanism and also the lamp base.

The mirror is integral with the rear lamphouse door and swings completely out of the way to facilitate retrimming, cleaning of the lamphouse and maintenance of the reflector.

The Futura II, as was mentioned, is equipped with an automatic crater positioner which operates over the complete range of the lamp. Once the burner has been focused to the reflector, a constant white screen light of stable intensity and color, evenly distributed over the screen area, is obtained and held without adjustment.

A single, Bi-Power silicon stack transformer-rectifier is recommended as the ideal power supply for two Futura lamps.

The motor gear box and the ball bearings in the motors are factory lubricated and sealed to retain the grease and exclude any dirt. The lubricant will last two years.

The new lamphouse design offers more than good looks—it permits a lower silhouette for cramped quarters. Height of the lamphouse is 26″—length, 381/4″.

Spot focusing never disturbs the equilibrium of the arc since the electrode spacing is not disturbed. The correct position of the positive crater is automatically controlled by a sensing element which governs the speeds of the separate positive and negative Bodine geared head motors, advancing the carbons as consumed to maintain a uniform gap.

A single manual adjustment controls both carbon feeds and readily allows for the burning rate to be tailored to the length of the reels so as to permit the most efficient use of carbons. The positive can be burned at from 7 to 20 inches per hour, as desired.

International Alliance of Theatrical Stage Employes
and Moving Picture Machine Operators
of the United States and Canada

Affiliated with the AFL-CIO

FILM EXCHANGE EMPLOYES • THEATRE EMPLOYES • BROADCASTING STUDIO EMPLOYES • TELEVISION STUDIO EMPLOYES • HOME OFFICE EMPLOYES
STAGE EMPLOYES
MOVING PICTURE MACHINE OPERATORS
TREASURERS & TICKET SELLERS
THEATRICAL WARDROBE ATTENDANTS
LABORATORY TECHNICIANS
MOTION PICTURE STUDIO EMPLOYES
I A T S E

RICHARD F. WALSH
International President

HARLAND HOLMDEN
General Secretary-Treasurer

Suite 1900
1270 Avenue of the Americas
NEW YORK 20, N. Y.

New Ballantyne Transistor Amplification System

System Eliminates All Photo Cells, Vacuum Tubes, And Relays; Flexibility In Circuitry Claimed For Plug-In Type Equipment

By Gene Poole

Engineer
Ballantyne Instruments & Electronics, Inc.

■ In January, Ballantyne Instruments and Electronics, Inc., Omaha, Nebraska, announced a new, all-transistorized amplification system featuring greatly improved sound quality and flexibility. Company officials said then that the improvement in sound quality was most outstanding. They described it as a true hi-fidelity system offering great clarity and presence.

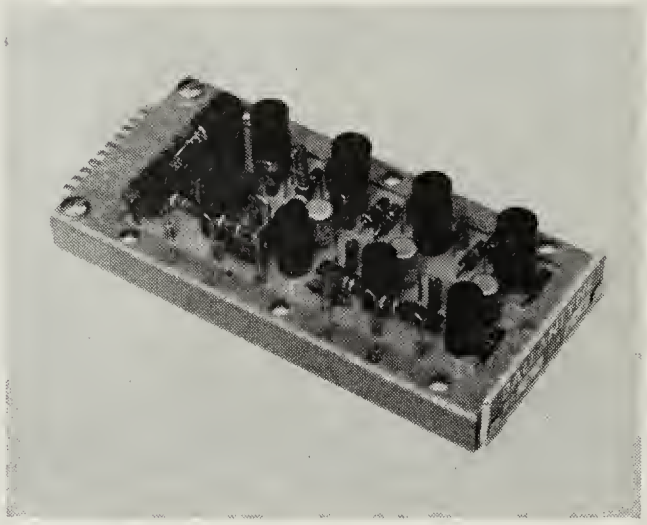
Operators of theatres who have installed this system are enthusiastic. At this date, Ballantyne has installed or has orders for more than 50 of the systems.

The new amplification system is manufactured in three units. Each unit measures only 7½" deep by 10" wide by 26¼" high. The system eliminates all photo cells, vacuum tubes and relays. As the result of the use of transistor components, there is no problem of heat dissipation. A second feature is enormously improved reliability, because the transistors used are designed to operate well within power requirements, thus giving a very high safety factor.

Field Tested

The new amplification was given a thorough program of testing, which began early in the summer of 1963.

Installations of the system have been made in Poughkeepsie, New York; Lakeland, Florida; Johnstown, Pennsylvania; the Liberty Plaza, Lincoln Knolls and Boardman Plaza in Youngstown, Ohio; Cumberland, Maryland; Denver, Colorado; Akron, Ohio; Fairless Hills, Pennsylvania, and many others.



Plug-in type magnetic pre-amp Model PS-1 is a standard component of the 6-4-1 transistor system.

All-Electronic Switching

There is great flexibility in circuitry. All switching is done electronically. Flip-flop circuits change states on command from switches. This includes electronically switching from six-track on one machine to another.

The system also changes from six to four-track to optical; and from 70 to 35mm film. The operator, by merely observing indicator lights and using the proper button, is able to change from left to right projector and to non-sync in order to use either music or microphone.

Non-sync has a line selector amplifier which is used for any desired input, such as mike, tape or auxiliary. You can do this from any position, left, right or center of the projector installation. The system has a projector muting amplifier which diminishes volume on all channels except the center when announcements are made.

Each magnetic head has its own pre-amplifier and equalizing network, plus balance controls that are in the circuit in such a manner as not to affect frequency response; and each one has its own optical pre-amp as well. The output terminal impedance of the pre-amps is 500 ohms at .5 V. output. Left, right or non-sync units have station selector amplifiers which select the correct channel at the command of the operator.

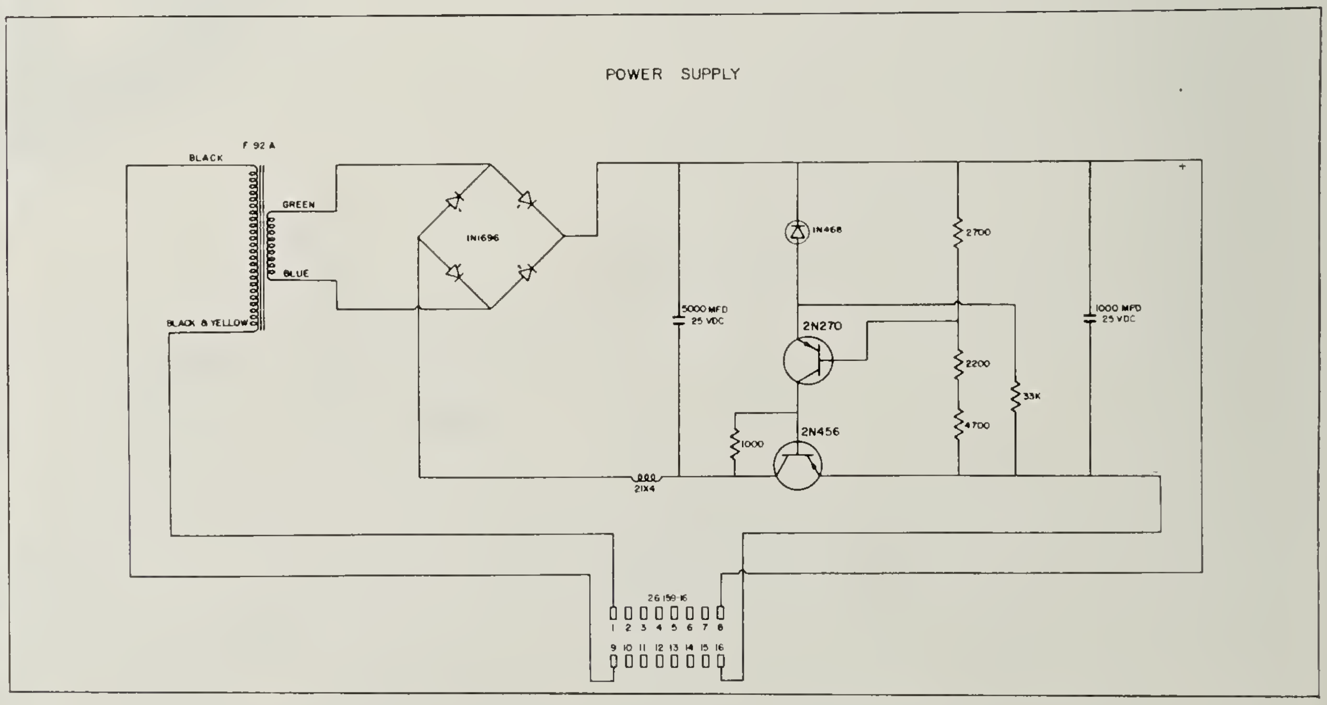
Plug-in Construction

All major components are of the plug-in type, so that any change in equipment can be made immediately, and by the operator. The company recommends that both pre-amplification and the power amplification be used on all indoor systems. In outdoor operations, it recommends that the well known Ballantyne conventional power amplification be used.

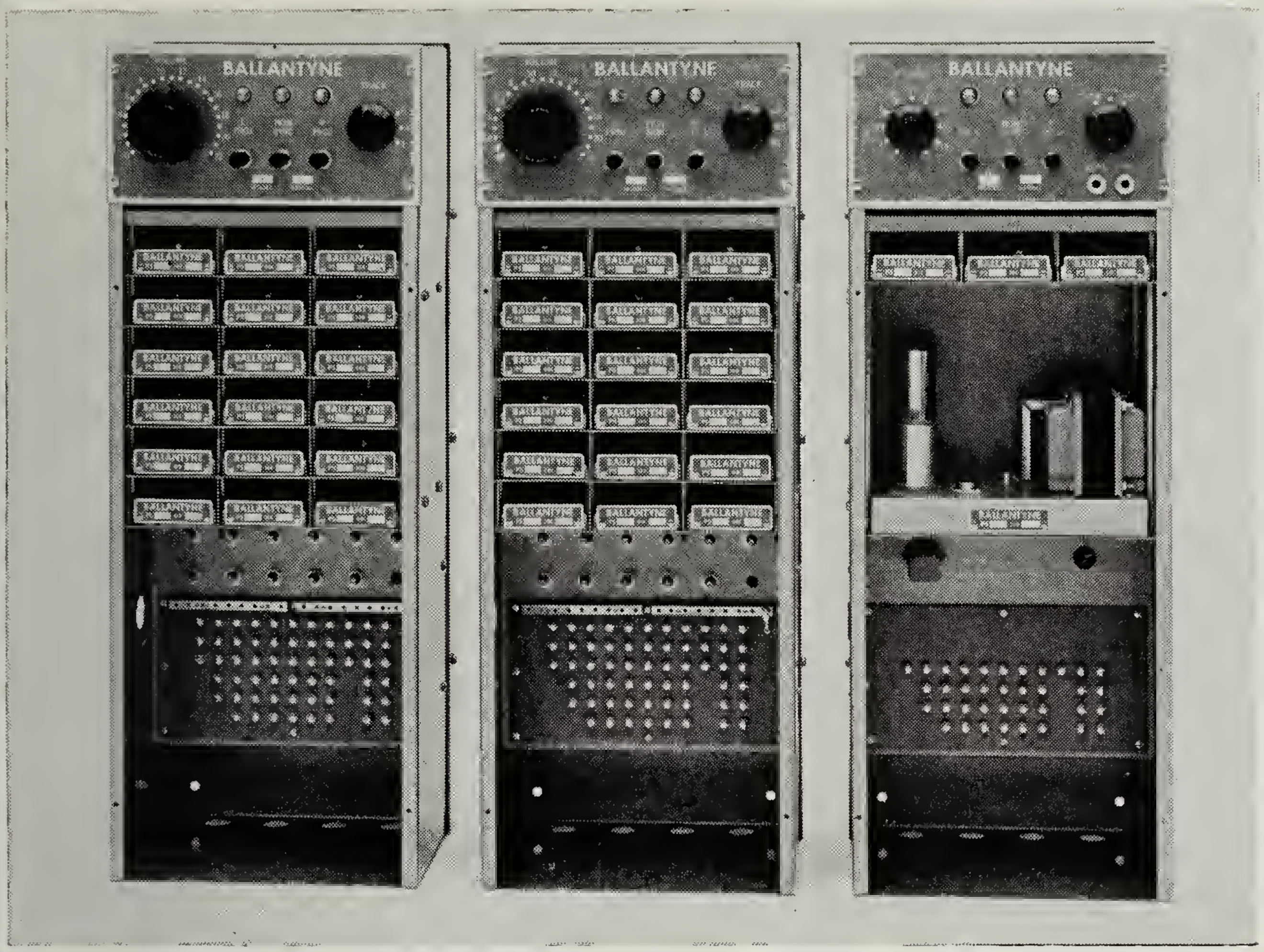
A good example of adaptation is the RKO Orpheum in Denver, where a complete 6-4-1 Ballantyne pre-amp system was installed to feed into existing tube type amplifiers of another manufacturer, thus modernizing

(*Continued on next page*)

Power amplifiers in the new Ballantyne Transistorized System.



Wiring Diagram For Power Source



Ballantyne's system is contained in these three components. Each measures only 7½" deep by 10" wide by 26¼" high. All components are of the plug-in type for easy changing and servicing.

the system to six-track capability. The power supply is electronically controlled, using Zener diodes and transistors. It will maintain a constant output voltage of 18 V ± .5 V., from a line voltage of 100 to 140 V., A.C.

The new transistorized equipment is offered as an integral part of the Ballantyne All-in-One Equipment Package.

Ballantyne is a division of ABC Vending Corp., with offices and manufacturing facilities at 1712 Jackson Street, Omaha, Neb., 68102.

Plans For Conn. Theatre

■ Southern Connecticut's largest regional shopping center, the Connecticut Post Center in Milford, will be the site of a new 1,500 seat motion picture theatre.

General Drive-In Corporation, of Boston, operators of first run indoor and drive-in theatres on the Atlantic Coast, revealed that a 21 year lease had been signed with Atlas-Milford, Inc., of Manhasset, N. Y., owner-builders of the giant shopping center complex.

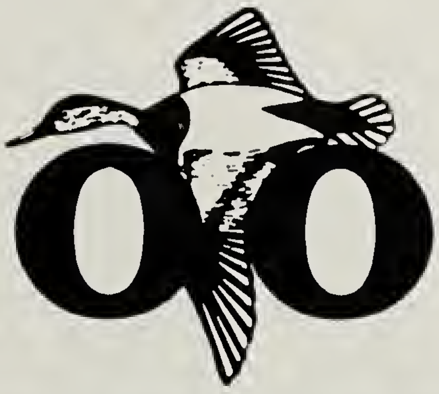
Plans call for a 20,000 square ft., 1,500 seat motion picture theatre to be built at the apex of the shopping center where the New England Thruway exit intersects with the Boston Post Road. Construction is scheduled to begin in the near future, so that a fall opening date can be met by General.

Richard Smith, President of General Drive-In, said that the Boston architectural firm of William Riseman Associates had been commissioned to draw up plans for the house.

Riseman designs have been used in the past by the chain, which boasts some of the most striking of the recent shopping center theatre designs.

Principal tenant in the shopping center, which contains 36 stores, is Alexander's.

General Drive-In was one of the earliest chains to look to the shopping center as a potential site for locating new, first-run motion picture theatres. It's series of "Cinemas," the first of which was completed in 1960, traditionally embody the best elements in modern construction and design.



the new

"4000"

LINE

of

WALKER

SCREENS

available through

N.T.S

NATIONAL THEATRE SUPPLY CO.

Dimension 150 New Single-Image Wide Film Process

70mm Can Convert To New System By Installing Special Lens And Screen

■ There has been some confusion among exhibitors during the past year with the debut of several new screen techniques, one of which is a process named Dimension 150.

Developed by two University of California instructors in audio-visual education, Dimension 150 is fundamentally a single-image, wide film process (65-70mm) for projection on a deeply curved, giant screen.

Developed over a period of years by Dr. Richard Vetter and Carl Williams, the process generated much enthusiasm during its trade showings early in the year. The system uses a variety of wide-angle lenses in the photography of a film, and new optical techniques in printing and projection.

Standard 65mm camera equipment is employed in the shooting of features, though special D150 lenses are used. The film used is standard 65mm color negative, with a gain in image area over 35mm of 250 per cent. Fields of view for camera lenses range from 50 degrees to 150 degrees, which the developers say is most appropriate for ultra-wide screen application while providing for extreme flexibility in set construction, lighting, photography, etc.

Requires 70mm Equip.

A standard 65-70mm optical printer is used in processing the color negatives, while specially developed printer lenses "correct" the image for deep-curve screen projection. Use of the special lens permits footage previously shot in standard 70mm to be "corrected" for obtaining prints suitable for the D150 screen. The image area on the D150 prints allow for a six-track stereo sound-on-film track.

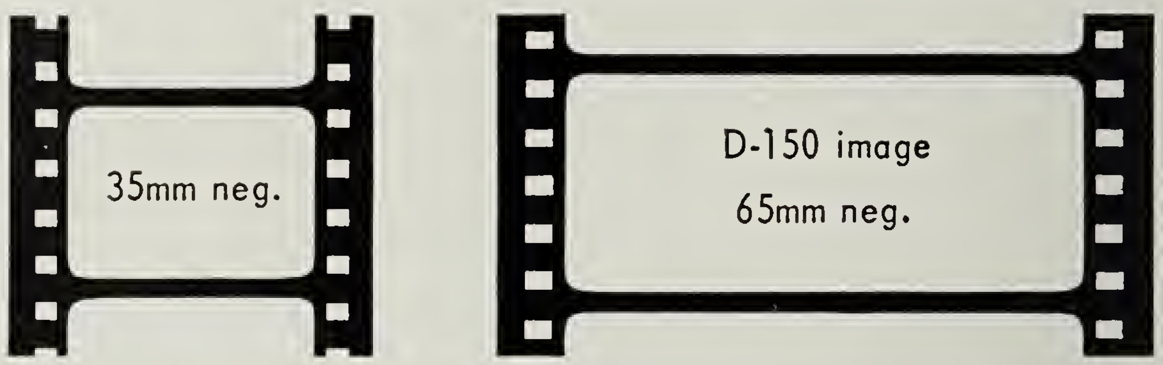
Standard 70mm projection and sound equipment is used in the theatre for showing the prints. Special projection optics provide extreme wide-angle projection, in addition to further "correction" of the image to insure viewing of a distortion free picture.

Changeover Simple

A single projector is employed in the technique, throwing to a screen ranging from 120 to 150 degrees of arc, depending on the physical features of the theatre. Typical screen size for D150 projection runs 34 ft. high by 92 ft. wide. Screen aspect ratio for the process is 2.7 to 1.

Theatres currently equipped for 70mm can make the conversion for D150 presentation by installing a special screen and changing lenses on their 70mm projectors. Prints have already been tested for conversion of other wide-screen processes, such as Todd-AO, to D150 with good results.

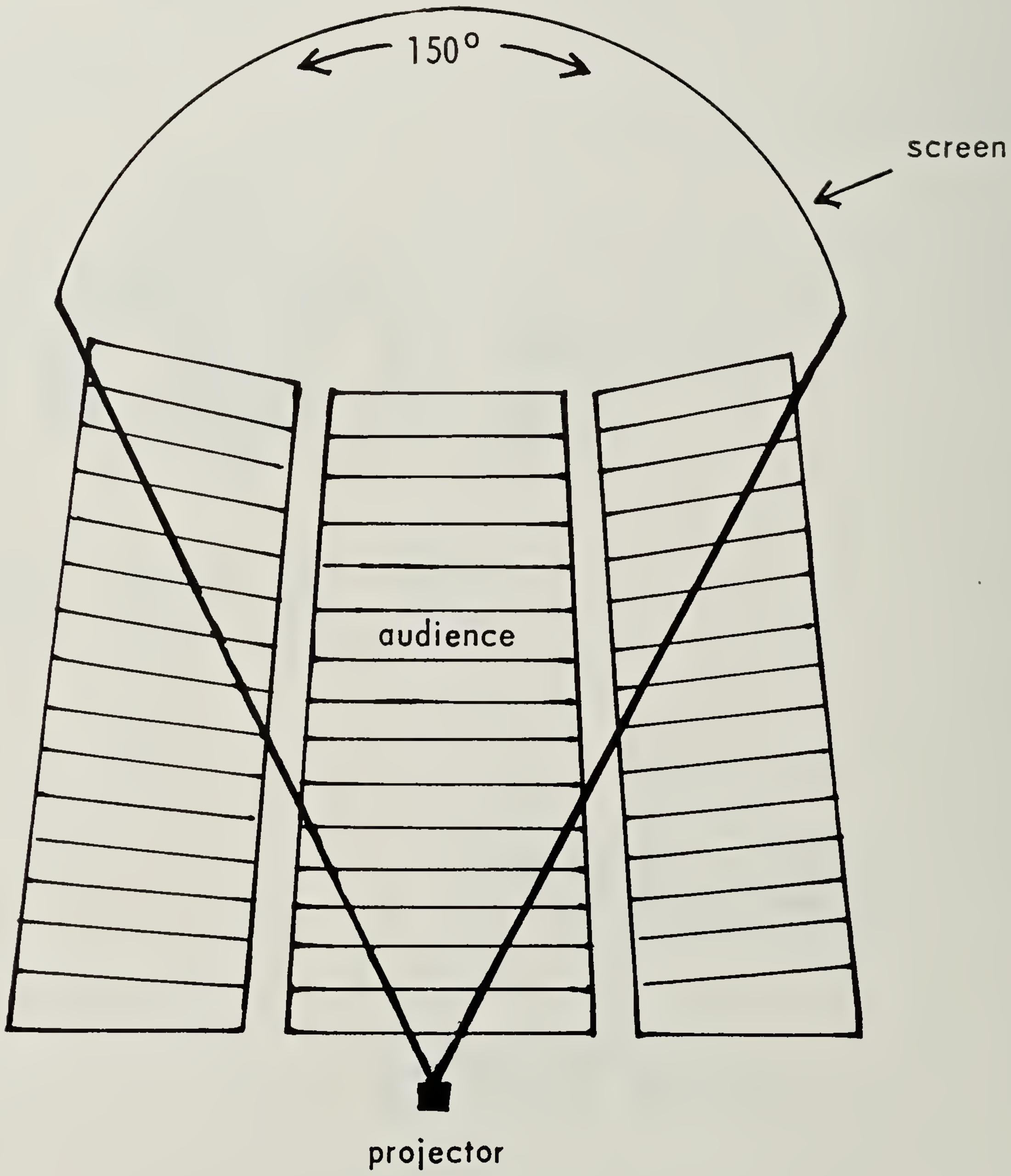
Standard prints for 35mm situations can be made much the same as reduction prints are made from 70mm stock at present.



Comparison of two negatives shows greatly increased film surface area of 65mm process.

Motion picture producers and technical experts in the field of cinematography have expressed great interest in D150, since the results obtained show the problems of image-overlap present in multi-lens systems has been overcome, while the sensations of audience participation and realism are retained.

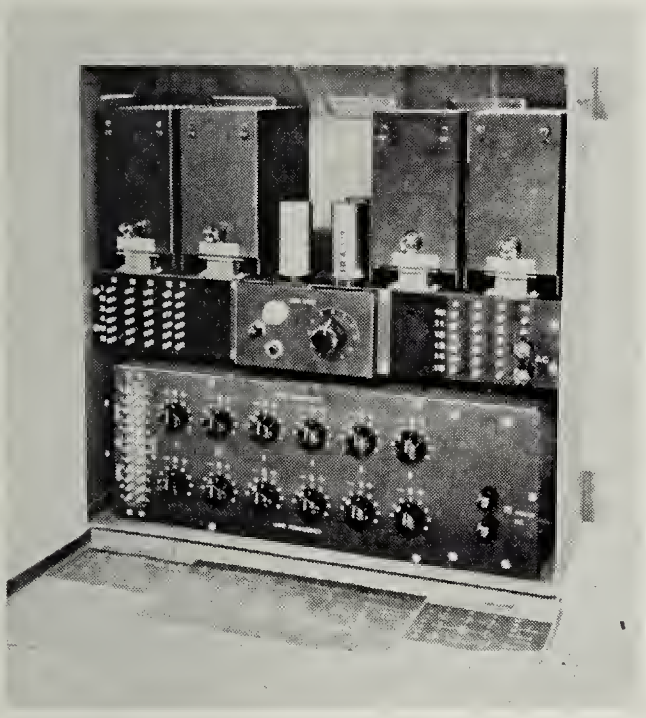
D150 is said to offer producer and exhibitor maximum advantage throughout play-off, since big, deeply-curved screen can be used for "hard ticket" roadshow policy engagements, while the original prints may later be converted to standard, flat-screen 70mm and 35mm reduction prints for subsequent runs.



Century Theatre Acoustic Compensator

■ The Century Theatre Acoustic Compensator is an entirely new and unique device to provide the motion picture theatre with a fast and accurate means of adjusting the frequency characteristics of multiple channel theatre sound systems for the best possible sound reproduction from any and all films.

Figure A



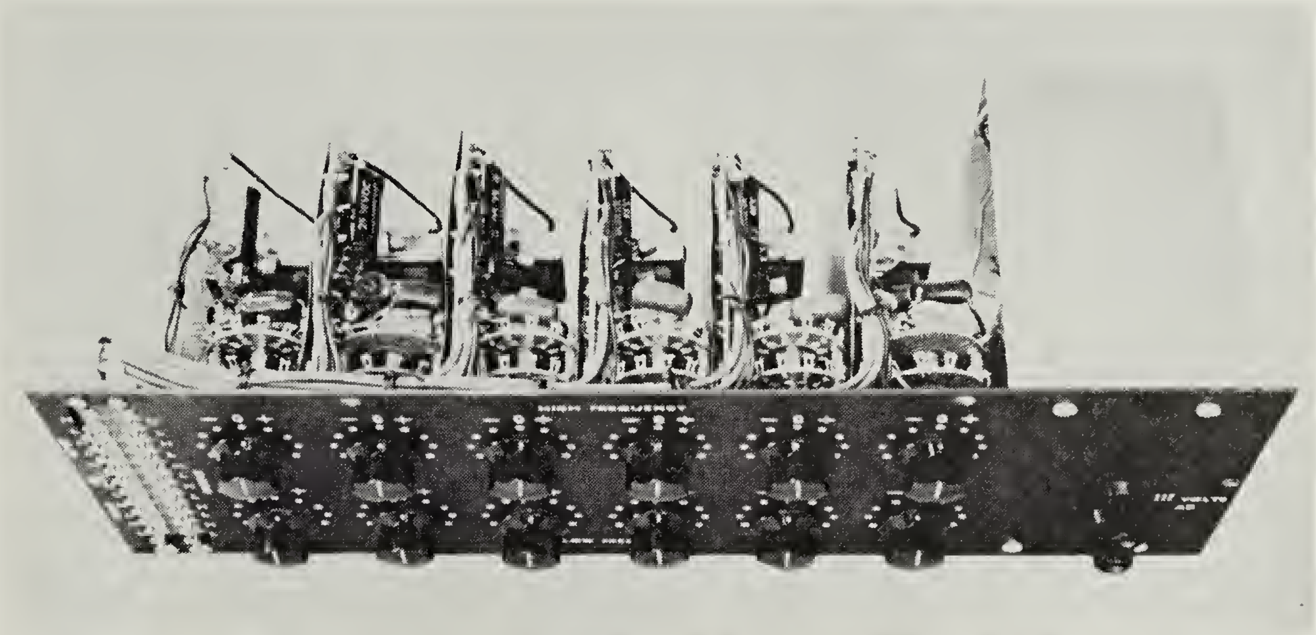


Figure B

The Compensator is engineered and designed as a fully contained, compact unit which has no insertion loss nor does it require changes in system gain or amplification.

It can be added to practically any multichannel sound system.

The photos show (Figure A) the Century Acoustic Compensator installed in the Junction Box of a Century 6/4/1 Channel Sound System, (Figure B) the unit's Front Panel with adjusting controls.

The Century Theatre Acoustic Compensator is new in principle and should not be classified nor compared with equalizers usually incorporated in theatre sound systems.

The input for the Compensator is a bridging type having an impedance of about 100,000 ohms (1K). It will therefore connect to most pre-amplifier outputs.

The output is high impedance and will connect to the input of power amplifiers having input impedances of 1000 ohms or higher. In other words the output will simulate the output of the average pre-amplifier.

It can be used at a remote distance (in the auditorium) by using shielded cables for the connections.

Theatre Television

(*Continued from page* 36)

permit a drop to 60 percent.

The projector operates on the FCC-approved color system used for commercial color tv. It also can operate on higher resolution systems for special purpose displays.

The "control layer" system of television projection was discovered in 1939 by Dr. Fritz Fischer, professor of Applied Physics and director of the Department of Industrial Research at the Swiss Federal Institute in Zurich. Further work on the new method was conducted by professor Ernst Baumann of the Institute. His contributions were succeeded by the efforts of Dr. Edgar Greener, A. G., of Zurich, then by a joint effort conducted by Gretag Limited, subsidiary of Ciba, Switzerland, and Philips of The Netherlands.

Nathan L. Halpern, president of TNT, said that the new color system was a further development of the already widely used black and white Eidophor systems. He said, "There are now 124 black and white Eidophors in field use. These projectors have maintained an extremely high level of trouble-free performance."

The new Color Eidophor is in commercial production. The system is enclosed in a mobile unit weighing 1,100 pounds.

General Electric is credited with the development of a light valve projector, called the Talaria, which can throw a TV picture on a large sized (25 ft. x 33 ft.) screen with adequate brightness in full color, or black and white.

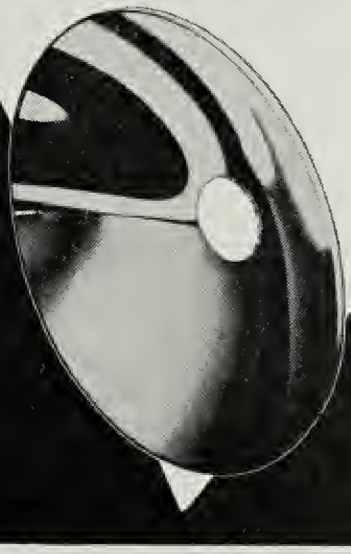
Until the Talaria was introduced this past

(*Continued on next page*)

ask your dealer for the reflector

WITH THE 2-YEAR COATING GUARANTEE

Strong **TUFCOLD**



The first surface reflector with the harder than glass, flake and peel-proof front coating.

Guaranteed twice as long, they actually cost much less per month than any others.

Replace your old reflectors now. Your dealer has the size you need.

THE Strong ELECTRIC CORP.

21 CITY PARK AVENUE • TOLEDO, OHIO 43601
PHONE: (419) 248-3741

Ceiling Panels Add Acoustic Control And Decor

Fibreglass Panels Absorb Sound, Are Light, Add Visual Interest

■ The theatre owner, architect, and designer, will find the problem of choosing the correct acoustical surface for the new or redecorated auditorium a more simple task today than in years past, thanks to extensive material improvements in the field of ready-made ceiling surfaces.

When making this important choice, sound absorption properties of the material under consideration remains the most important consideration in any final selection. Today, a wide-range of panel-type inlay ceiling surfaces, all pre-finished and rated for sound absorption coefficients, is readily available to the person with the problem of interior sound control.

Measuring Sound Power

One of the newer manufacturing materials used in these panels is fibreglass. Lay-in panels of fibreglass, available in a variety of surface finishes, are well suited to theatre auditorium usage, providing a surface that is flame resistant, lightweight, attractive, sound absorbent, and has good light reflective properties.

When evaluating surfaces available for finishing ceilings and walls with an eye towards good sound control, theatremen can use a standard rating figure arrived at by testing a material for its sound containing powers. Engineers measure what fractional part of the sound power directed at a surface is absorbed, and arrive at a sound absorption coefficient, which is of prime import when considering such a surface for auditorium use.

Ample Power Available

In the modern motion picture theatre, sound control remains a problem associated with killing undesirable reverbrations in the auditorium. With the power available in today's amplification systems, auditorium planning is no longer as critical as it was when sound loss had to be kept to a minimum. Using the high absorption power of some of the new acoustical surfaces to compensate for compromises in auditorium design is one method of avoiding elaborate interiors.

Just how efficient these newer materials are at killing unwanted reverbrations is truly amazing, especially when performance is matched with that of materials available in the past. Some of the surfaces effectively trap all of the sound that strikes them, while many have absorption coefficients of 0.75 (or 75 per cent absorption) or better. These high rates of sound decay also apply at a wider range of frequencies so that a material which performs well at the relatively low figure of 100 cycles per second also proves efficient at 500 or 5000 cps. With today's high fidelity reproduction at increased volumes, these factors have gained in importance.

Photo of lounge area containing recessed vending machines at Wm. Goldman Theatres' Orleans, Phila, Pa., shows unusual Johns-Mansville ceiling.

A recent introduction in the field of acoustical panels, the three dimensional inlay with concave surface, has been finding acceptance in the motion picture theatre due to its ability to absorb a high percentage of the direct and random sound striking within the vaulted, fibreglass surface.

These, and other styles of fibreglass panels, including the more familiar flat sheets, are supported by a light grid system of formed metal sections suspended from overhead. Examination of the material specifications for Acousti-Shell, a stylish creation of Johns-Manville which utilizes the vault-shape, shows how well such a product meets the particular requirements of the theatre auditorium.

A two ft. square panel of this fibreglass lay-in type ceiling material is two inches thick, yet weighs but 0.15 lbs. per square ft., or 0.60 lbs., with an unpainted fibreglass fabric surface. With a textured, painted surface, weight per panel is still less than a pound, with acoustical properties remaining excellent. Figure "A" shows the sound absorption coefficients of Acouti-Shell for both type surfaces. *(The coefficients may be taken as random incidence absorption coefficients, since the technique of random introduction of sound into the test chambers was used.)*

Figure "A" on Page 49.

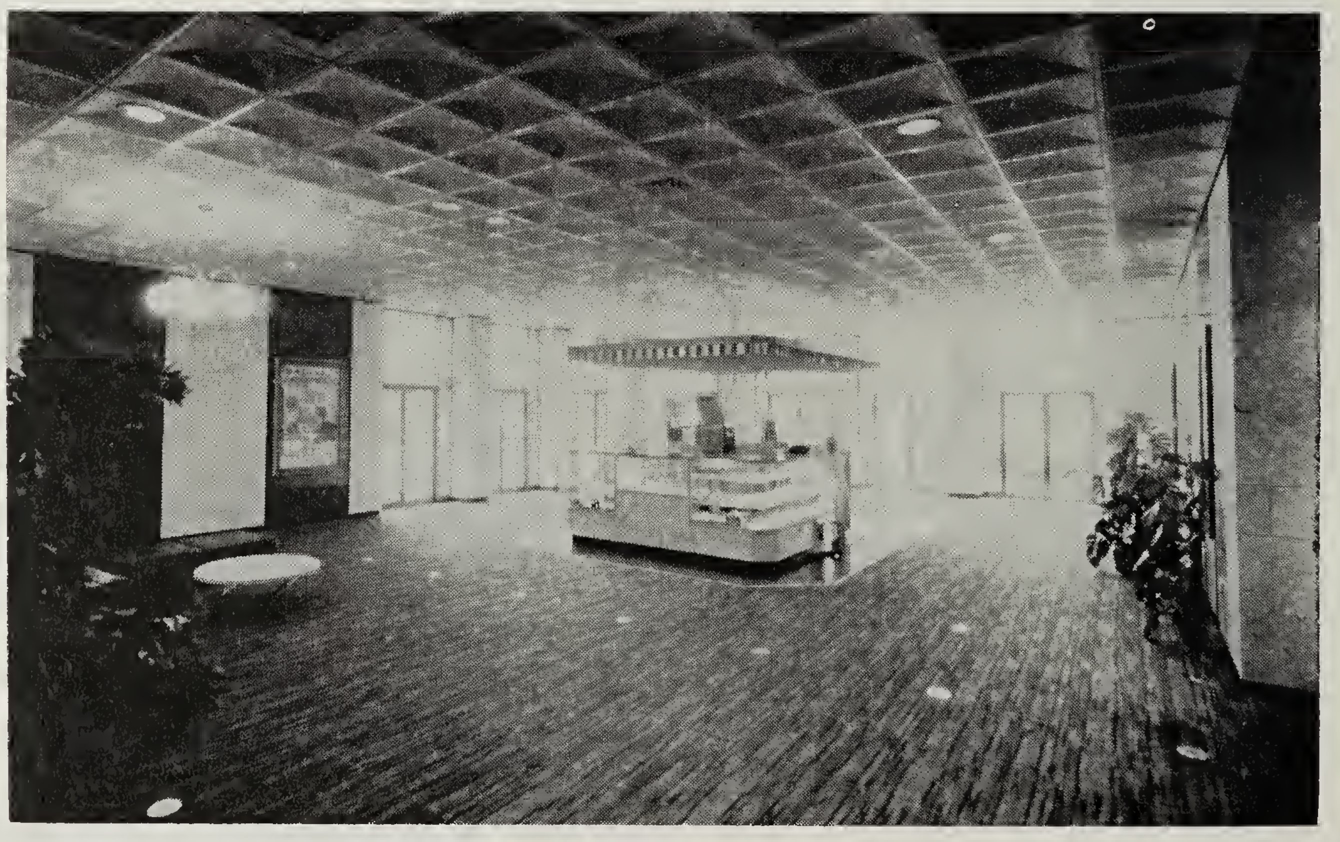
If You Can't Paint

The material has a flame resistance rating of Class A—Incombustible.

Exhibitors will also be interested in this type of product for redecorating possibilities for many reasons. For one, the ceiling surfaces in many older theatres belonged to the acoustical plaster category. These, and other surfaces, rely on porosity for maintaining the ability to absorb sound waves. Attempting to repaint ceilings finished in these materials has always presented a problem, since paint tends to diminish, or clog completely, the size of the surface pores.

The recommended practice of using an ex-

(Continued on page 49)



Striking lobby of the Orleans illustrates dramatic lighting effects that can be achieved using new lay-in type, vaulted acoustical ceilings.

New Ceilings

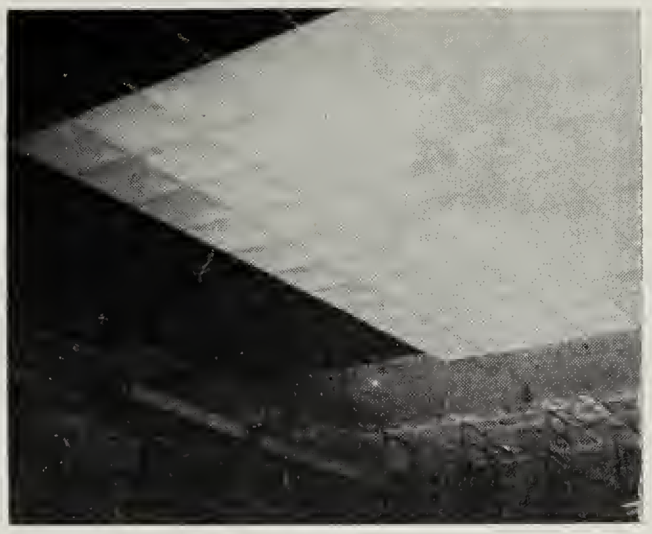
(Continued)

tremely thin paint, preferably applied with a spray gun, rules out the possibility of masking any grevious damage to the original surface. Again, the paint used must be of a light color if light reflection of the surface is to be kept at a fairly high level.

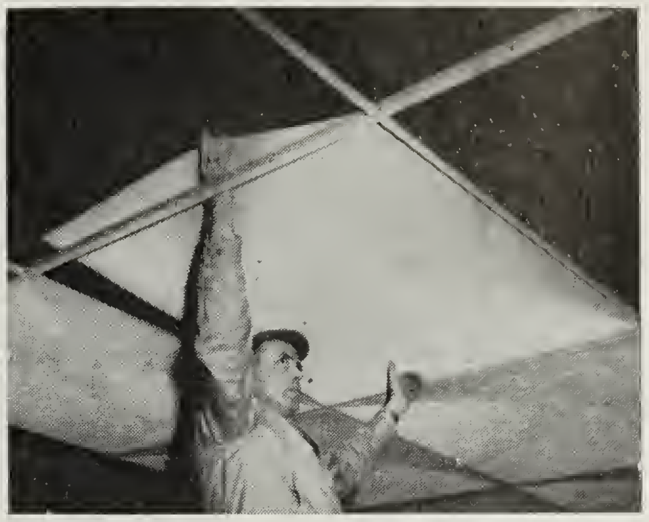
Painting, too, adds to the weight of the acoustic surface. Where surface movement is a factor, stiffening the outer layer by one or more coats of paint, especially when heavily applied through ignorance, or in an attempt to "cover" existing appearance, substantially reduces the sound absorption properties of the material.

The newer, inlay-type ceilings insure a good acoustical surface and offer the theatreman building from scratch, or redecorating, a wide range of designs and surfaces from which to choose.

The vault-type panels also add height to an area and create striking ceiling effects, as seen in the photographs accompanying this story. Various methods of lighting can create a play of shadows on the ceiling surface that adds visual interest as well.



Auditorium of Eric Theatre, King of Prussia, Pa., showing partially completed installation of vaulted, Johns-Manville Acousti-Shell ceiling.



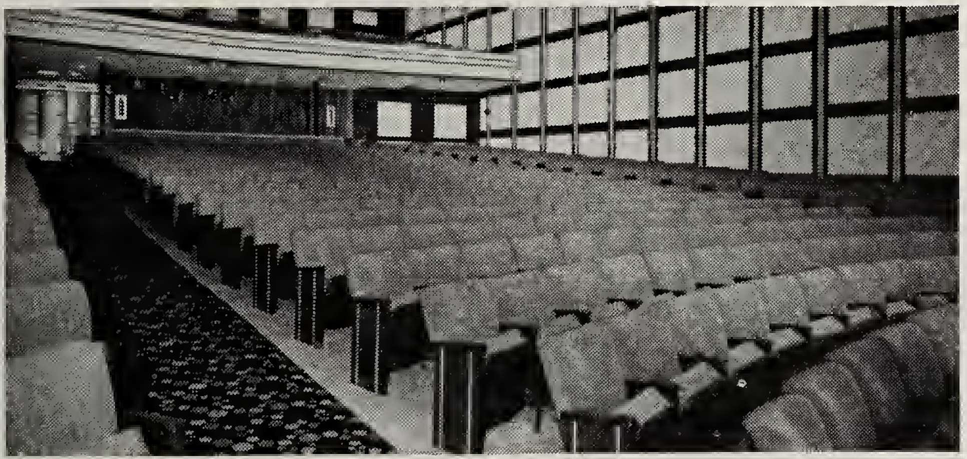
Workman lifts fibreglass panel into place in suspended grid system at the Eric theatre. Two ft. square panels lift out for easy maintenance.

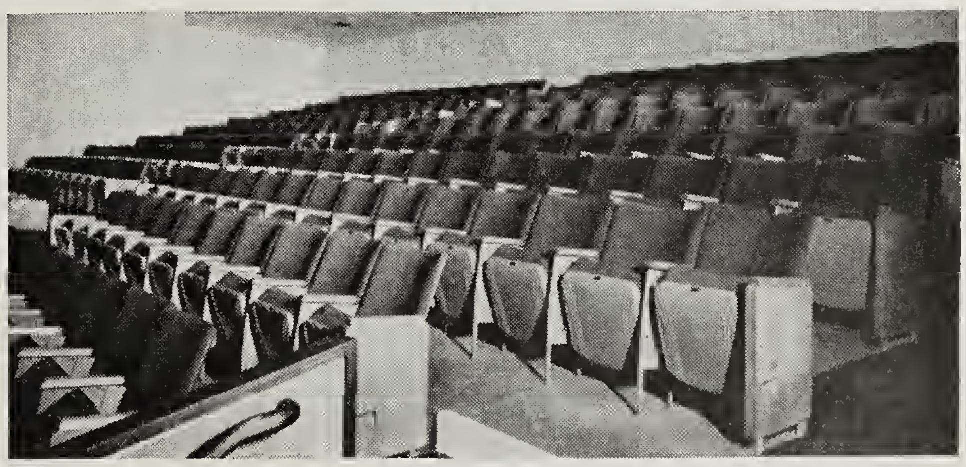
FIGURE 'A'

MATERIAL-ACOUSTI-SHELL	thickness	surface	Coefficients						unit size tested	wt. Lbs. per sq. Foot	NCR test range
			125 CPS	250 CPS	500 CPS	1000 CPS	2000 CPS	4000 CPS			
Vault	2"	Fibreglass Fabric	.76	.80	.65	.77	.80	.75	24"x24"	0.15	.70-.80
Vault	2"	textured painted	.64	.66	.67	.75	.72	.70	24"x24"	0.19	.70-.80
Flat	1/8"	textured painted	.70	.69	.66	.80	.84	.83	24"x24"	0.18	.70-.80

Comfort-Engineered
THEATRE SEATING
by HEYWOOD-WAKEFIELD

• *Interior of* BAYSHORE *(Long Island)* CINEMA *equipped with 1,000 Heywood-Wakefield special comfort chairs with coil spring seats and backs. Extended rear veneer panels protect seats in raised or lowered positions.*





• *Elegant surroundings of Manhattan's new* CINEMA I *and* CINEMA II *are matched by the engineered comfort of Heywood-Wakefield TC-725 chairs with coil spring seats and foam-padded backs.*

• Heywood-Wakefield theatre chairs are designed to enhance the good appearance and comfortable accommodations of the most luxurious auditoriums. Their deeply padded or spring backs and coil spring seats conform readily to provide perfect comfort in any position and throughout the longest program. They are ruggedly built and easy to maintain. See Sweet's Catalog (36d/He) or let us send you a portfolio describing the entire Heywood-Wakefield Line. Address: Heywood-Wakefield, Public Seating Division, Menominee, Michigan.

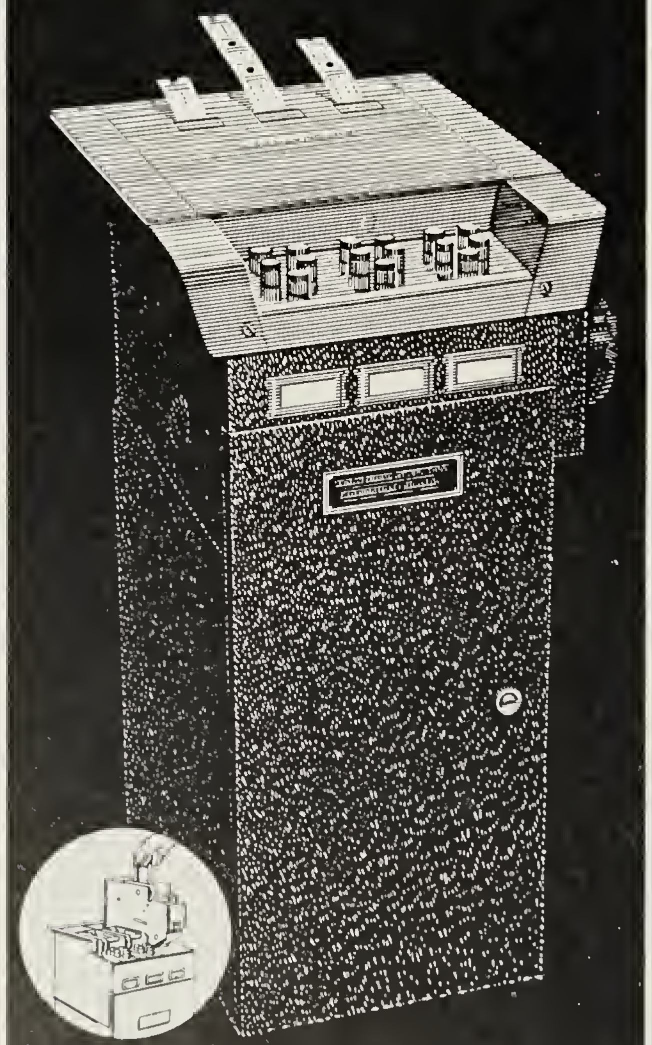
HEYWOOD-WAKEFIELD
H W
EST. 1826
Menominee, Michigan

Automaticket
by GENERAL REGISTER

Ticket issuing

Admission control

Ticketaker stub rod systems



UNITIZED DESIGN:
Add or replace sealed units in seconds.

See your favorite theatre supply dealer or write:

General Register Company
A Division of Universal Controls, Inc.
COCKEYSVILLE, MARYLAND

Theatre Of Today

view the inside of the booth. We have for years been putting little glass openings in the doors to the toilet rooms so that the kids will know that they are not alone and are being watched so as to prevent any damage to walls and fixtures.

Of course there has been a trend in introducing art into the decor encouraging local artists to display their paintings in the theatre. This should be encouraged as it helps to beautify the theatre, creates excitement and good public relations.

Of course, we all know the impact of shopping centers on theatre business and the escape from down-town areas to the suburbs. Most families have two to three cars. Distances mean very little but parking means everything. The shopping center was a natural for a theatre. It is not necessary for a theatre to be located within the confines of the shopping centers and in many cases it may be a detriment to the operation. Therefore, in some cases it would be better to construct a free standing theatre in the shopping center where it can be viewed from the highway for patrons to see that there is parking adjoining the theatre, and not necessarily involved in the super markets, etc.

There has been development of the "Cooper" type of theatre. This theatre is in the round which gives an unusual exterior treatment but of necessity reverts to the natural theatre plan where the auditorium is oblong in shape in its interior plan.

I know of no unusual innovation of theatre planning since the early days. The auditorium cannot be radically changed, in the spacing of the seats, in its acoustical treatment and sight lines. The lobbies and foyers of course are a great deal more flexible.

Another type being developed is the twin or piggy back theatre. This is not particularly new. I viewed one in Australia some thirty years ago with one theatre on the main floor and one theatre on the roof. I believe the development of the twin theatre has been generally dictated by booking of pictures rather than by architectural requirements.

Then there is the new cinerama dome theatre now under construction. This design is exciting but places a positive limitation on the seating capacity and flexibility of interior design by using the fixed geodetic dome principle. The present indication of costs involved in this type of theatre is not encouraging due to many factors, principally building department codes and as of this moment does not appear to be an economic or practical design.

Another type, of course, has been the development of the indoor-outdoor drive-in which has proved to be very effective in taking full advantage of all the possibilities of drive-in operation, matinees and bad weather. The allweather drive-in theatre has proved a successful design particularly in the northern part of the country but not too many have been built.

The main point sees to be—can one afford all these fancy theatres and great innovations.

As to the cost—during the 20's, despite the ornate theatre, we were able to produce theatres at approximately $400 per seat, exclusive of equipment. It appears now we were getting a great deal for our money. During the 30's into the 40's, principally by the redesign of the theatre and the elimination of the "fru-fru" frills, we were able to produce theaters as low as $100 per seat exclusive of equipment.

In the present boom, depending on the proportionate number of seats to the cubical contents with the natural equation of the larger theatres costing less per seat, the price range has been from $225 per seat to $300 and in metropolitan areas like New York as much as $400 and $500 per seat exclusive of equipment. It is reported that the concrete geodetic dome type of theatre under construction costs well above $1,000 per seat without equipment. It is very dangerous to quote prices generally because of differences in wage scales and codes in various parts of the country.

There are many ways of building a theatre.

Of course, the simple way is to go out and buy a piece of land with enough parking, employ your architect, go to your bank and

(*Continued on page 53*)

THE WORLD'S FINEST THEATRES
including
Radio City Music Hall
USE
HURLEY SCREENS
SuperOptica
lenticulated pearl surface
or
SuperGlo
non-lenticulated pearl surface
HURLEY SCREEN CO., INC.
96-17 Northern Blvd., Corona 68, New York
Cable: NILESCO
(or see your theatre supply dealer)

HEYER-SHULTZ
UNBREAKABLE METAL REFLECTORS
- MAXIMUM SCREEN ILLUMINATION
- GUARANTEED 5 YEARS!

Write for literature or see your Theatre Supply Dealer.
HEYER-SHULTZ, Inc. Cedar Grove, N.J.

THEATRE CATALOG ISSUE

Information Service Department

ADVERTISERS AND PRODUCTS ADVERTISED IN THIS ISSUE

Code Number		Page Number
.	**A.B.C. VENDING CORP. (BALLANTYNE INSTRUMENTS AND ELECTRONICS, INC., DIV.)** Complete Theatre Equipment Leasing, Norelco 70/35mm Projectors, Theatre Planning	53
2.	**A. B. C. VENDING CORP. (BERLO DIV.)** Concession Service	63
3.	**ADLER SILHOUETTE LETTER CO.** Changeable Letters and Displays	13
4.	**AMERICAN PLAYGROUND DEVICE CO.** Park, Picnic, Playground and Swimming Pool Equipment	35
5.	**AMITY INT'L. DISTRIBUTORS, INC.,** World Wide Theatre Supply Dealer, except USA and Canada	79
6.	**ASHCRAFT, C. S., MFG. CO., INC., THE** Projection and Sound Equipment	23
7.	**BALLANTYNE INSTRUMENTS AND ELECTRONICS, INC., DIV. ABC VENDING CORP.** Complete Theotre Equipment Leasing, Norelco 70/35mm Projectors, Planning	53
8.	**BALLY CASE AND COOLER, INC.** Bally Ice Cream Display Cases	62
9.	**BERLO DIV., A. B. C. VENDING CORP.** Concession Service	63
0.	**CARBONS,INC.** Lorraine Carbons	55
1.	**CAREW CORP.** Carew Screen Towers	35
2.	**CENTURY PROJECTOR CORP.** Projectors, All-Transistor Sound Systems	39
3.	**COCA-COLA CO., THE** Coca-Cola	59
4.	**ECHOLS, S. T., INC.** Snow Shavers	65
5.	**ELECTROMODE DIV., FRIDEN, INC.** Electromode In-Car Heaters	32
6.	**EMANUEL, JAY, PUBLICATIONS, INC.** Motion Picture Exhibitor, Theatre Forms and Systems	73
7.	**EPRAD, INC.** In-Car Speakers, Junction Boxes, Hot-Shot Heaters, Car Counters, Burglar Alarms, Transistor Sound Systems	25
8.	**FRIDEN, INC. (ELECTROMODE DIV.)** Electromode In-Car Heaters	32
9.	**GENERAL REGISTER CO.** Cash Control Systems	50
0.	**GENERAL SOUND & THEATRE EQUIPMENT LTD.** Canada's Theatre Supply House	7B
1.	**GIBSON LEE, INC.** Lintex Collars and Fronts	54
2.	**GLENCO REFRIGERATION CORP.** Glenco Refrigeration	29
3.	**GOLDBERG BROTHERS** 70/35mm Cast-Aluminum Projector Reels	53
4.	**HEYER-SHULTZ, INC.** Unbreakable Metal Reflectors	50
25.	**HEYWOOD-WAKEFIELD CO.** Theatre Seating	49
26.	**HURLEY SCREEN CO., INC.** Super Optica and SuperGlo Screens	50
27.	**I.A.T.S.E.**	43
28.	**INTERNATIONAL ALLIANCE OF THEATRICAL STAGE EMPLOYEES AND MOVING PICTURE MACHINE OPERATORS OF THE UNITED STATES AND CANADA**	43
29.	**KOLLMORGEN CORP.** Projection Lenses	41
30.	**LAWRENCE METAL PRODUCTS** Crowd Controll Equipment	54
31.	**MASSEY SEATING CO. (THEATRE SEAT SERVICE CO. DIV.)** Theatre Seat Rehabilitation	55
32.	**MOTION PICTURE EXHIBITOR** Weekly Business Magazine, Theatre Forms and Systems	78
33.	**NATIONAL THEATRE SUPPLY CO.** Simplex XL Projection and Sound Systems	17
34.	**NORELCO MOTION PICTURE EQUIPMENT DIVISION, NORTH AMERICAN PHILIPS CO., INC.** 70/35mm Projectors, Pulse-Lite Projectors	21
35.	**NORTH AMERICAN PHILIPS CO., INC. (NORELCO MOTION PICTURE EQUIPMENT DIVISION** 70/35mm Projectors, Pulse-Lite Projectors	21
36.	**NOVELTY SCENIC STUDIOS, INC.** Theatre Decoration	11
37.	**PEPSI-COLA CO.** Pepsi-Cola	57
3B.	**PEREY TURNSTILE CO.** Perey Turnstile Systems	15
39.	**RCA SERVICE CO.** Technical Products, Theatre Services Structures	28
40.	**ROYAL CROWN COLA CO.** Royal Crown Cola	61
41.	**SELBY INDUSTRIES, INC.** Selby D.I. Screen Towers, Structures	33
42.	**STAR METAL CORP.** "Vittle Vendor" Self-Service Equipment	27
43.	**STRONG ELECTRIC CORP., THE** Futura Projection Lamps, Tufcold Reflectors	37, 47
44.	**SWITZER LICORICE CO.** Switzer's Licorice	64
45.	**THEATRE SERVICE CO., DIV., MASSEY SEATING CO.** Theatre Seat Rehabilitation	55
46.	**WALKER AMERICAN CORP.** Walker Screens	45
47.	**WESTERN ELECTRONICS CO.** Rebuilt Speakers	34
4B.	**XETRON DIV., CARBONS, INC.** Xetron Lamphouses, Power Supplies	55

HOW TO GET ADDITIONAL INFORMATION

For information on Products Advertised in this issue, circle the proper code numbers on reply card and mail. No postage needed if mailed in the U.S.

BE SURE TO ADD YOUR NAME AND ADDRESS IN SPACE PROVIDED AT BOTTOM OF REPLY CARD.

T. C. issue of Apr. 1, 1964

PRODUCTS ADVERTISED:

Please send information relating to code numbers (advertised products, left) I have circled.

1	11	21	31	41
2	12	22	32	42
3	13	23	33	43
4	14	24	34	44
5	15	25	35	45
6	16	26	36	46
7	17	27	37	47
8	18	28	38	48
9	19	29	39	
10	20	30	40	

Please send additional information on equipment or items written in below:

....

....

....

....

Fill in and mail. • No postage required if mailed in U.S.

NAME ....

THEATRE or CIRCUIT ....

ADDRESS ....

STATE ....

No
Postage Stamp
Necessary
If Mailed in the
United States

BUSINESS REPLY CARD
FIRST CLASS PERMIT #888, PHILA., PA.

Postage
Will be Paid
by
Addressee

DEPT. T. C.
MOTION PICTURE EXHIBITOR
317 N. BROAD STREET
PHILADELPHIA, PENNSYLVANIA 19107

THEATRE CATALOG ISSUE

Information
Service
Department

Want Additional information on any of the following equipment, items or services?

Just write in the type of equipment on the adjacent reply card, fill in space provided for name and address, and mail. No postage required if mailed within the U.S.

No
Postage Stamp
Necessary
If Mailed in the
United States

BUSINESS REPLY CARD
FIRST CLASS PERMIT #888, PHILA., PA.

Postage
Will be Paid
by
Addressee

DEPT. T. C.
MOTION PICTURE EXHIBITOR
317 N. BROAD STREET
PHILADELPHIA, PENNSYLVANIA 19107

T. C. issue of Apr. 1, 1964

PRODUCTS ADVERTISED:

Please send information relating to code numbers (advertised products, back of page) I have circled.

1	11	21	31	41
2	12	22	32	42
3	13	23	33	43
4	14	24	34	44
5	15	25	35	45
6	16	26	36	46
7	17	27	37	47
8	18	28	38	48
9	19	29	39	
10	20	30	40	

Please send additional information on equipment or items written in below:

....

....

....

....

....

Fill in and mail. • No postage required if mailed in U.S.

NAME ....

THEATRE or CIRCUIT ....

ADDRESS ....

STATE ....

ADVERTISING ACCESSORIES

- Attraction Boards
- Banners, Flags
- Display Cases, Easels
- Fireworks
- Letters, Silhouette
- Marquees
- Marquee Letters
- Poster Frames
- Posters, Heralds
- Signs
- Trailers
- Trailers, Special Announcement

AIR CONDITIONING

- Air Conditioning Systems
- Air Filters
- Blowers
- Diffusers
- Fans

CONCESSIONS

- Bags
- Beverages
- Beverage Dispenser, Fountain
- Boxes
- Bun Warmers
- Butter Dispenser
- Candy
- Coffee
- Coffeemaker
- Chocolate Drink
- Chocolate Drink Dispenser
- Concession Stand
- Concessionaire
- Canned, Prepared Foods
- Cups
- Cup Dispenser
- Display Cases
- Food, Frozen
- Food Preparation Equipment
- Fountains
- Gum
- Hamburger Grills
- Hot Dog Machines
- Ice Cream
- Ice Cream Cabinets
- Ice Cream Dispensers
- Ice Machines
- Malt, Shake Machines
- Nuts
- Pizza Equipment & Supplies
- Popcorn
- Popcorn Seasoning
- Popcorn Warmers
- Popcorn Machines
- Refrigeration Units
- Shrimp Rolls
- Soft Drinks
- Snow Cones

COIN VENDING MACHINES

- Candy Vender
- Cigarette Vender
- Coffee Vender
- Coin Changers
- Drink Vender, Cup
- Gum Vender
- Hot-Cold Cup Venders
- Ice Cream Vender
- Juice Vender
- Milk Vender
- Nut Vender
- Popcorn Vender
- Sandwich Vender

DECORATION FURNISHING

- Carpets
- Carpet Cushion
- Crowd Control Equipment
- Curtains, Stage
- Curtain Controls & Track
- Decorators, Designers
- Draperies
- Drink Fountain
- Fabrics, Wall
- Flooring
- Lounge Furniture
- Mats, Rubber
- Paint
- Sand Urns
- Stage Rigging
- Tile
- Traffic Control

HEATING

- Fans
- Furnaces
- Heat Pumps
- Humidifiers
- Insulation, Thermal, Acoustic

LIGHTING

- Aisle Light
- Batteries
- Color Wheels
- Dimmers, Controls
- Directional Signs
- Emergency Light
- Spot & Flood Lights
- Switchboards
- Transformers

MANAGEMENT

- Theatre Forms and Systems, Personnel Training
- Uniforms, Shirts

PROJECTION

- Aperture Plates
- Blowers, Lamphouse, Porthole
- Carbons
- Carbon Saver
- Changeover
- Dowsers
- Film Cabinets
- Film Cement
- Film Coolers
- Film Magazines
- Film Reels
- Film Rewinders
- Film Splicers
- Lenses
- Motor Generator
- Projectors
- Projection Arc Lamp
- Projector Parts
- Pedestals
- Rectifiers
- Reels
- Reel End Signals
- Reflectors
- Rewinds
- Rheostats
- Screens
- Sound Equipment
- Sprockets
- Television, Theatre
- Transformers

SAFETY SUPPLIES

- Door Hardware
- Exit Devices
- Fire Alarms
- Fire Extinguisher
- Fire Hose
- Kick-Push Plates
- Ladders

SANITARY SUPPLIES

- Carpet Cleaners
- Chrome Cleaners
- Deodorants-Disinfectants
- Floor Cleaners
- Glass Cleaners
- Hand Dryers
- Mops—Brushes
- Soap Dispenser
- Upholstery Cleaner
- Vacuum Cleaners

SEATING

- Auditorium Seats
- Drive-In Seating
- Seat Covers
- Seat Cushion
- Seat Reconditioning
- Upholstery Material

SOUND EQUIPMENT

- Amplifiers
- Inter-Coms
- Exciter Lamps
- Microphones
- Pre-Amplifier Cabinet
- Public Address System
- Recording Equipment
- Sound Equipment, Theatre
- Sound Heads
- Sound Service Companies

TICKET OFFICE

- Admission Signs
- Boxoffices
- Cash Control Systems
- Change Making Machines
- Coin Sorters
- Tickets
- Ticket Boxes
- Ticket Machines
- Ticket Registers
- Turnstiles

DRIVE-INS

- Admission Control Systems
- Attraction Lights
- Benches
- Directional Lights
- Dust Control Systems
- Fences
- Fireworks
- Floodlights
- Insect Controls
- Flares, Light
- Heater, In-Car
- Miniature Trains
- Paint
- Picnic Table
- Playground Equipment, Rid
- Pools, Swimming
- Post Lights
- Quarter Midget Racers
- Ramp Lights
- Screen Facing
- Screen Paint
- Screen Towers
- Seats, Walk-In Patron
- Speakers, In-Car
- Speaker Cords
- Speaker Cover
- Speaker Posts
- Speaker Repair
- Sweepers
- Underground Cable

BE SURE TO ADD YOUR NAME AND ADDRESS IN SPACE PROVIDED ON THE ATTACHED REPLY CARD.

get some money and build and equip the theatre. A method which is the popular one and in the spirit of our times is to use the O.P.M. method, "other peoples money." I have been called in to prepare so many pre-lease, pre-finance documents in shopping centers in so many different situations that I am almost an expert. I want to qualify my remarks that these opinions are purely my own and limited to my own experience.

(1) The speculative builder and developer offers to build a theatre. The necessary theatre parking has already been incorporated, the shopping center is in business or has been financed and the small amount of square footage required for the theatre structure is a bonus for the builder. Generally the speculative builder wants to construct a simple shell.

A knowledgeable tenant will request the builder to employ a theatre architect designated by him. The landlord and tenant agree on a fixed rental or a percentage, or both. The matter of taxes, and maintenance is negotiated. The theatre is to be built in accordance with the sketch plans and outline specifications attached to the lease, but in no way can be construed as working drawings. Before establishing the rental figure the builder, in consultation with the architect, establishes an approximate cost of the building, exclusive of equipment, and then determines what he believes the value of his land to be.

After the lease is signed the architect proceeds with the working drawings and the landlord proceeds to build. At no time is there a stipulated cost of the building in the lease. This type of lease puts a great burden on the architect who must wear two hats. He is being paid by the builder and has a professional responsibility to the tenant. The builder wishes to cheapen everything and to change interpretation of plans and specifications to his advantage. The tenant usually is anxious to get a better theatre than outlined, as he is not paying for it. It is just a big headache. All parties are dissatisfied and certainly the final theatre structure is affected.

(2) Another type of lease is where the builder feels that in an existing shopping center his land has already been paid for and all that he would require under the lease would be ten percent of his investment in construction cost. The tenant names the architect, tells the architect the kind of a theatre he would like, the architect works for the builder in creating this theatre and ten percent of the cost of the building would be the rent. Of course this is an unusual type of arrangement as far as the theatre tenant is concerned. He controls the theatre cost as he must approve the plans and the architect protects him in getting competitive bids.

(3) Another method is where the shopping center owner rents the land to be occupied by the theatre with certain guarantees of parking utilities, etc. for a fixed price per year perhaps against a percentage. The tenant employs the architect and builds himself. The landlord, in addition to providing the land, advances a fixed amount of money, which is paid to the tenant on the architect's certificate during construction. If the cost of the building goes over the fixed amount that is not the concern of the landlord.

It is easier to negotiate the rent on this basis rather than on the landlord's guess of what he can build for or what he thinks he can save by cutting corners.

Either of the last two methods have proved to be very satisfactory.

I hope that I have been able to give you some ideas for thought and have been some assistance in the future development of theatre building. I want to stress that I honestly believe you should call in your theatre architect before land is acquired or before the site is approved. There are many problems in public utilities such as sanitary, power lines, etc. that are not discovered until all documents have been completed. Your architect can protect you in these matters.

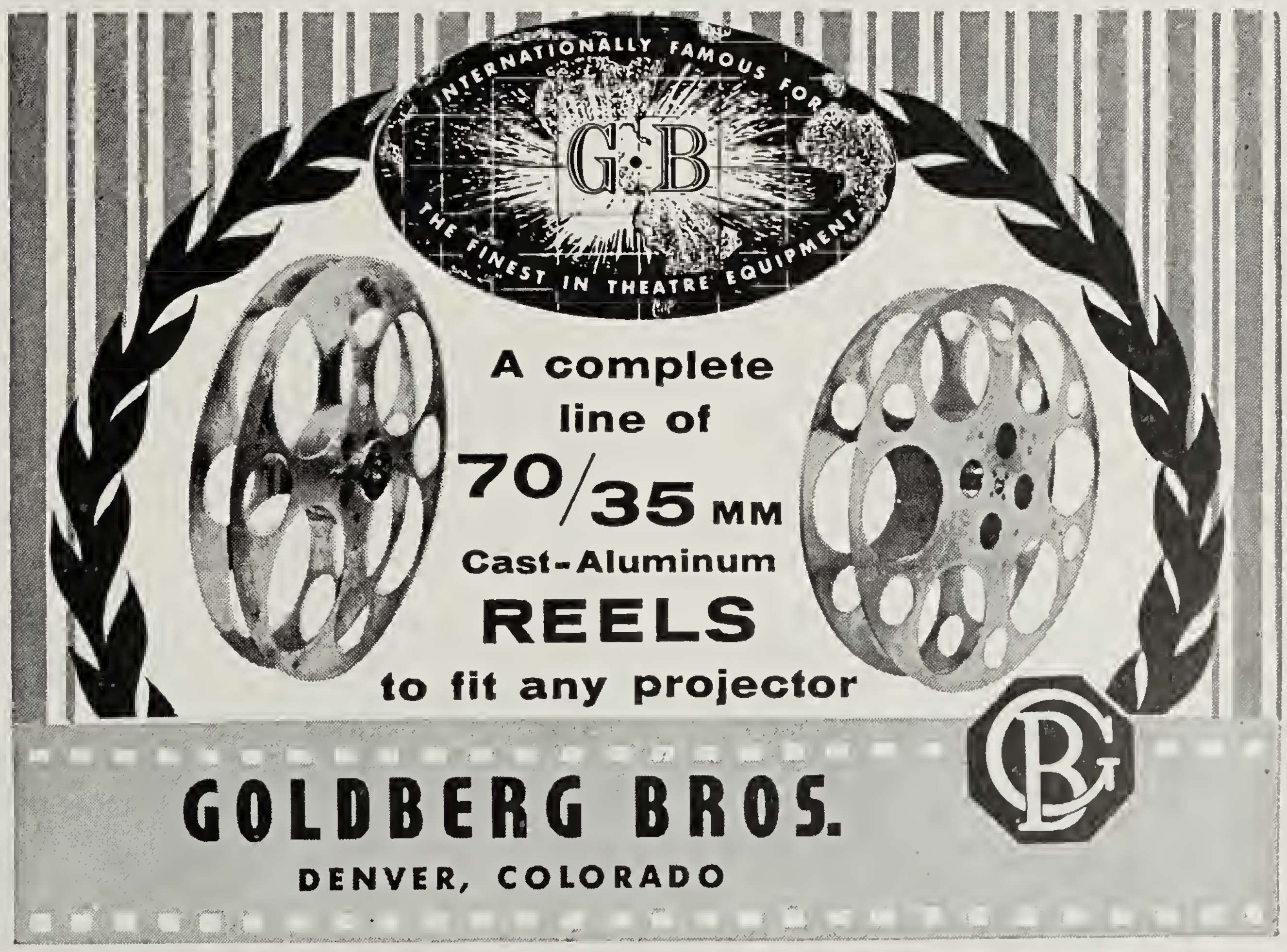
All in one package

LEASE FINANCE PLAN
TECHNICAL PLANNING
TOP GRADE EQUIPMENT
THAT INCLUDES NORELCO PROJECTORS

Soundheads — Lamps — Projectors — Amplification Speakers — Seating — Screens
Screen Towers — Carpets — In-A-Car Speakers — In-A-Car Heaters.

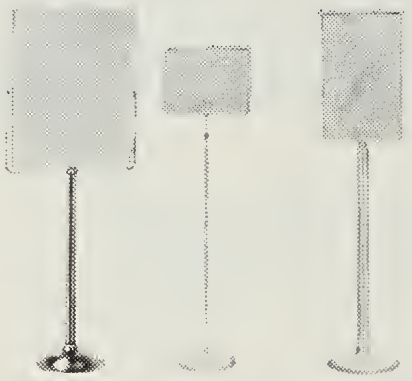
Now you can finance new theatre equipment — remodel or replace outmoded equipment in your present one all with the same company. No need to purchase part of the equipment from one company, have it installed by another, and serviced by a third. Ballantyne technicians handle your theatre work from start to finish. And saves you money.

Ballantyne
Instruments and Electronics, Inc.
1712 JACKSON ST. OMAHA, NEBRASKA 68102
A DIVISION OF ABC VENDING CORPORATION

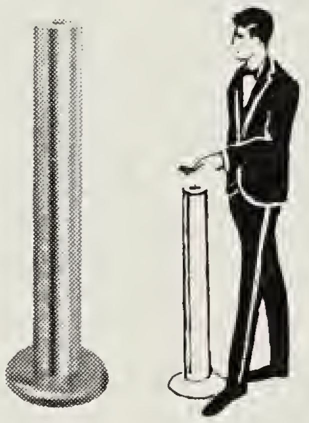

INTERNATIONALLY FAMOUS FOR
G B
THE FINEST IN THEATRE EQUIPMENT
A complete line of 70/35 MM Cast-Aluminum REELS to fit any projector
GB
GOLDBERG BROS.
DENVER, COLORADO

POSTS AND ROPES

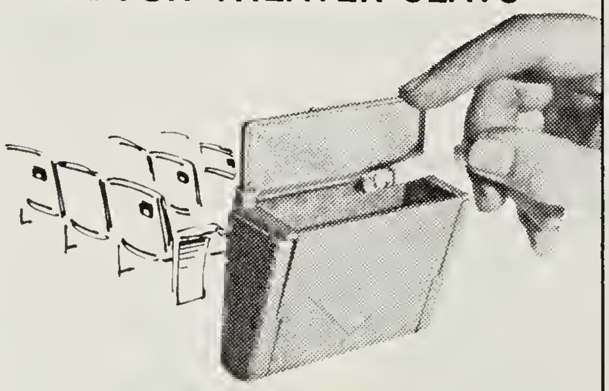
LOBBY CARD HOLDERS



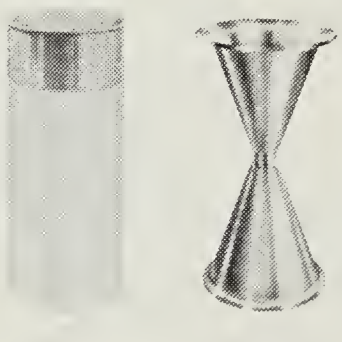
TICKET RECEPTACLES



ASH RECEPTACLES FOR THEATER SEATS



SAND URNS



See your local dealer or write for our new catalog.

LAWRENCE
METAL PRODUCTS, INC.
60 M Prospect Ave., Lynbrook, N.Y. 11563

Theatre Television

(Continued from page 47)

March, obtainable brightness levels were such that only black and white pictures proved satisfactory for large audience viewing.

General Electric claims that the Talaria projector provides a picture with brightness, contrast ratio, geometric accuracy and color fidelity which compares very favorably with color film.

The key factors which make possible the capabilities of this projector are the development of a special control fluid, the development of a novel light gathering system to utilize the very high light output of a 5-kw xenon arc lamp, and a simplification of the projection optics wherein all three primary colors are projected with only two output light beams. This dual-beam method results in a simpler and more reliable projector, and substantially simplifies the problem of achieving and maintaining precise color registration. This is particularly important for large-screen projection where minute errors would be greatly magnified.

The Talaria projector has a high-power light source and an optical projection system similar to that of a motion picture projector, but in place of the printed motion picture film, a thin layer of viscous fluid is used. This control fluid was developed by General Electric for this particular application and has unique electrical, mechanical, chemical and optical properties.

The control layer is continuously scanned by an electron beam in the same manner as the phosphor on the face of the picture tube in a conventional TV set. But instead of producing a picture directly on the control layer, the scanning process controls the light from the lamp which passes through the control layer in such a manner that a live picture is instantaneously produced on a large screen in full color and brightness.

The projector uses an optical projection system so arranged that all of the light from the source is intercepted by sets of stops so that no light is projected onto the screen as long as the control layer is smooth. The electron beam deforms the surface in accordance with the incoming picture information. Electrostatic forces produce these deformations which cause the light to be deflected around the stops and onto the screen to reproduce the original scene.

The technique of employing a high efficiency 5-kw xenon lamp at the source of light for the projected picture and utilizing the electrical picture signal to control or modulate this light overcomes the limitations normally encountered regarding screen brightness and picture size. The xenon lamp can convert far greater electrical power into light with much higher efficiency than can be accomplished on the phosphor face of a projection cathode ray tube. The xenon lamp has an intrinsic peak brightness of 750,000 candles per square centimeter, which is five times the apparent brightness of the sun. For comparison, tungsten lamps have a brightness of only 3,000 candles per square centimeter.

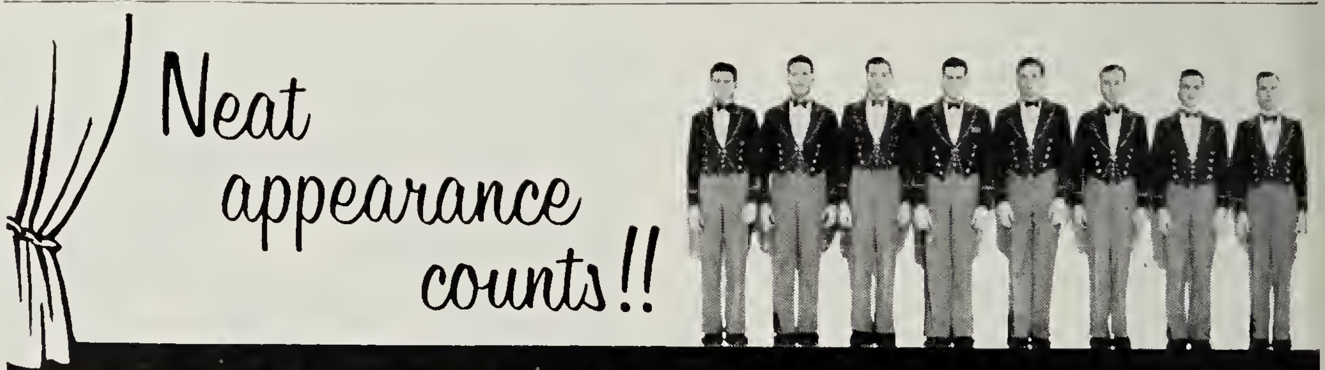
Persistence, or storage characteristics of the Talaria projector depends on the rate at which deformations of the control fluid decay or subside. Control fluids can be compounded which allow the persistence to be made correct for the fast frame rates required in live television presentations, or very long for long storage or slow rewriting cycles. This long storage characteristic prevents objectionable "flicker" when the projector is being used for status display in which much of the picture may remain unchanged for long periods.

Light output from the projector is more than 3750 lumens. This is adequate for all types of theatre screens up to 25 feet in height and 33 feet wide, including drive-in theatres. With proper lens attachments, the throw-distance-to-picture-height ratio changes from 3.1:1 to 10:1, which covers nearly all theatres.

Uniformity of illumination is excellent. Illumination at the edges of the Talaria picture falls to 70 per cent of that at the center. SMPTE standards allow a drop to 60 per cent.

The Talaria projector is designed to operate with the FCC-approved color system which encodes color on a 3.58-megacycle chrominance subcarrier.

Overall length of the projector is 5 feet, 8 in.; height, 5 feet 4 in.; width, 2 feet 5 in. Weight is approximately 1,000 pounds. The projector can be disassembled into two units for portability.



OUTFIT YOUR USHERS WITH CLEAN, WHITE *Lintex* COLLARS AND FRONTS

Lintex Collars and Fronts are made from pure white, especially processed paper in linen and pique finishes. Made to be thrown away when soiled, no laundry problem. Collars and Fronts always new, fresh and very economical.

Theatre managers all over the world have been outfitting their ushers with Lintex Collars and Fronts for more than thirty years. If you aren't now supplying these essential uniform accessories to your ushers, write today for quotation and samples.

GIBSON LEE, INC.
successors to Reversible Collar Company
95 Binney Street, Cambridge, Massachusetts

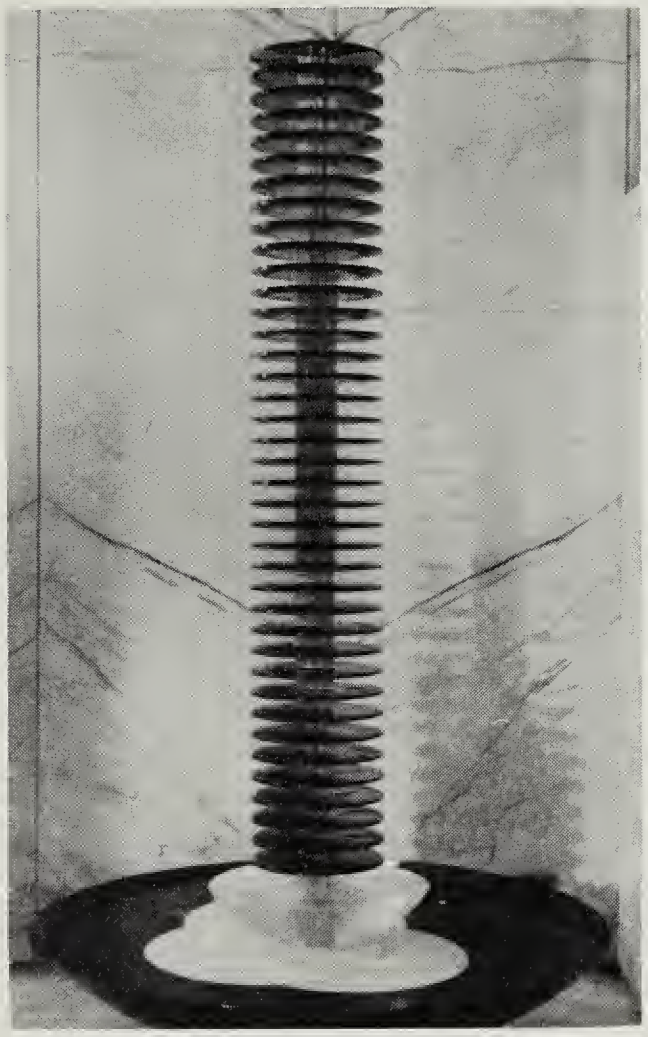
Fountains For Novel Decoration

■ Theatre owners who are aware of the fact that almost everyone loves a fountain, but who are appalled at the idea of installing special plumbing, can take heart. It is now possible to purchase fountains for entrance, lounge, or lobby with the following features: (a) A totally self-contained, recirculating water system which is filled and drained by hand or hose; (b) They plug into an outlet just like an appliance and operate on ordinary house current; (c) They can be dismantled and moved when emptied of water.

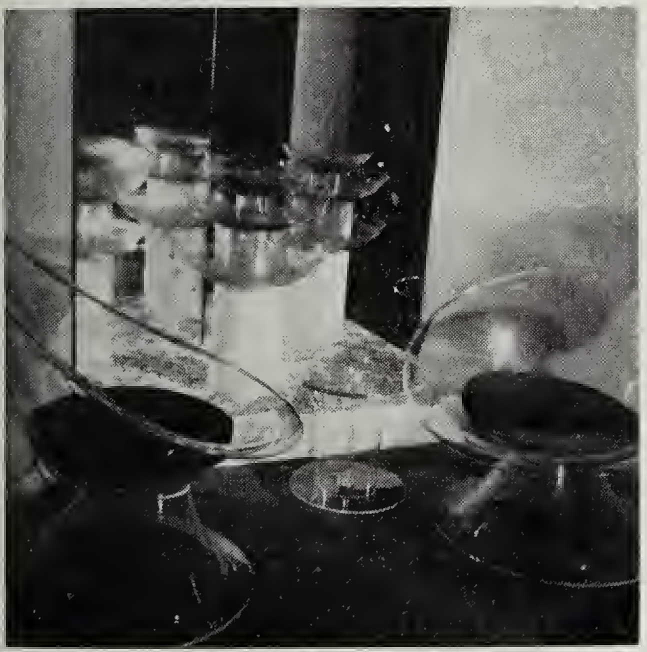
In addition, these fountains are strikingly modern in design and are made from a material which actually conducts light, so that one spotlight shining on a fountain can illuminate the entire corner of a lobby.

The fountains are made by Dawson Designs of New York. They are hand-tooled and hand-finished out of the finest methacrylate—the same material generally known by the trade names "lucite" or "plexiglas." This material cannot corrode and is chemically inert, which means it can be used indoors or out without changing color. It is clearer than glass, and also able to withstand shock and breakage as no glass can. The pump which recirculates the water is noiseless and long-wearing. Its motor is immersed in oil to provide perfect lubrication. Of course, no connection with water or drainage pipes is ever necessary.

Virtually any size of fountain is obtainable, from table models 22 inches by 18 inches up to towers that almost reach the ceiling, sitting in bowls five ft. or more in diameter. And none of them requires special installation.



Water pours down a tower of black methacrylate discs nine feet high, to be caught in a small, clear bowl at its base. The large black pool, five feet in diameter, prevents splash. Features of this model are the height of water action obtainable in a small area, and the movable white discs in the pool, which hides any dust or debris which may fall into the fountain and can be swept to one side for easy cleaning.



Dawson Designs has placed floor-to-ceiling strips of mirror in the corner of this room, which reflect and seem to multiply the small, three-bowl fountain resting in a pebble enclosure. The largest bowl of the fountain is 22 inches in diameter; and the fountain is three feet high. Importance is added by raising the setting, by the mirrors, and by coloring the water with vegetable dye to match the chair cushions.

Each fountain is completely finished and may be set directly on the floor (or even on a carpet) though the base is completely waterproof. Where more elaborate installations are desired, the entire base, including the cord, may be submerged permanently in a pool. Interesting effects have been achieved by placing a fountain in the center of a pool, in a pebble enclosure, against mirrors, or by surrounding it with artificial plants.

There are many different Dawson fountains, and special designs or modifications of any existing model can be made. For an additional fee, Dawson Designs will even design an appropriate installation for your lobby, including placement, lighting, and any enclosures, pools or plantings you may desire; and they will supply you with all the elements for the entire setting.

MASSEY SEATING STRESSES
Luxury Quality
Without Price Penalty!

Obvious in MASSET seating installations are master touches of decorator-art combined with practical, built-in service-ability. This enduring elegance is rewarded in enhanced box-office, yet there is never a premium charged for this priceless MASSEY talent. Whether for a mail order stock seat or back or an entire seating rehabilitation, let MASSEY give you their suggestions. Your show need never be interrupted.

now featuring

MASCOFOAM SEAT CUSHIONS

More durable, more comfortable, safer. Fire & moth-resistant, won't lump, sag or mat. Moulded to "breathe" and may be cleaned. Ask for samples.

MANUFACTURERS:

Foam rubber & Spring cushions; coverings.

DISTRIBUTORS:

Upholstery fabrics, general seat supplies.

MASSEY
SEATING CO.
100 Taylor St., Nashville, Tenn.
Phone: Chapel 2-2561

CARBON ARCS . . . for finest Projection . . . Compact Xenon Arcs

Lorraine Arc Carbons
division
• Brighter Light on Screen
• Longer Burning per Carbon
• More Economical . . .

XETRON® products
division
XETRON LAMPHOUSES by Cinemeccanica • XETRON POWER SUPPLIES by Christie

CARBONS, INC. BOONTON, N. J.

SHOWMANSHIP for DRIVE-IN EXHIBITORS

■ National Screen Service launched its Burton E. Robbins President's Sales Drive early this February, marking two milestones for the company. For one, the date marked Robbin's birthday. The other, with profit implications for the trade, was the unveiling of new plans for the development of new techniques in showmanship built around fresh, creative materials from NSS.

With the opening of the Drive-In theatre season at hand, exhibitors in outdoor situations will have the opportunity to appraise and apply these showmanship concepts just as owners of indoor houses have been benefiting from them since last winter. At that time, an entire new line of Christmas Holiday posters and trailers was made available. New adhesive displays, introduced after great experimentation, found ready acceptance as exhibitors proved again that they would buy advertising materials if they offered a new, stimulating approach.

Snack Sales Count

During February, trade announcements and advertisements produced such an enthusiastic response from theatremen everywhere, that the NSS process plant was taxed to capacity turning out orders. These new accessories and trailers will now give the Drive-In the same high-impact presentations for increasing attendance and refreshment revenues.

Ever since nickelodeon days when the "candy butcher" proved that people liked to satisfy their gastronomic appetites along with their entertainment appetites, theatre owners have been aware of the importance of refreshment revenue. It is no secret that many theatres have survived several financial crises because the income from this source made the difference between operational profit and loss. Nor is it a secret that many theatres exist today BECAUSE of their refreshment income.

Fresh Material

To the Drive-In owner, refreshments comprise a major source of income and profit and, as sales at snack bars soar higher and higher, the per-capita percentage of food sales in proportion to attendance also keeps climbing. Credit for this phenomenon deservedly belongs to exhibitors, since their improvisations and ideas for stimulating sales were usually "borrowed" by their colleagues, particularly where the screen was used during intermission to whet the appetites of the hungry and thirsty audience.

After repeated use, even the most novel screen commercials become static. To provide theatre owners with new ideas in the production of trailers, National Screen Service has now developed a variety of Intermission clock trailers which executives of the company firmly believe will continue and accelerate the spiral of increasing refreshment sales for Drive-In owners.

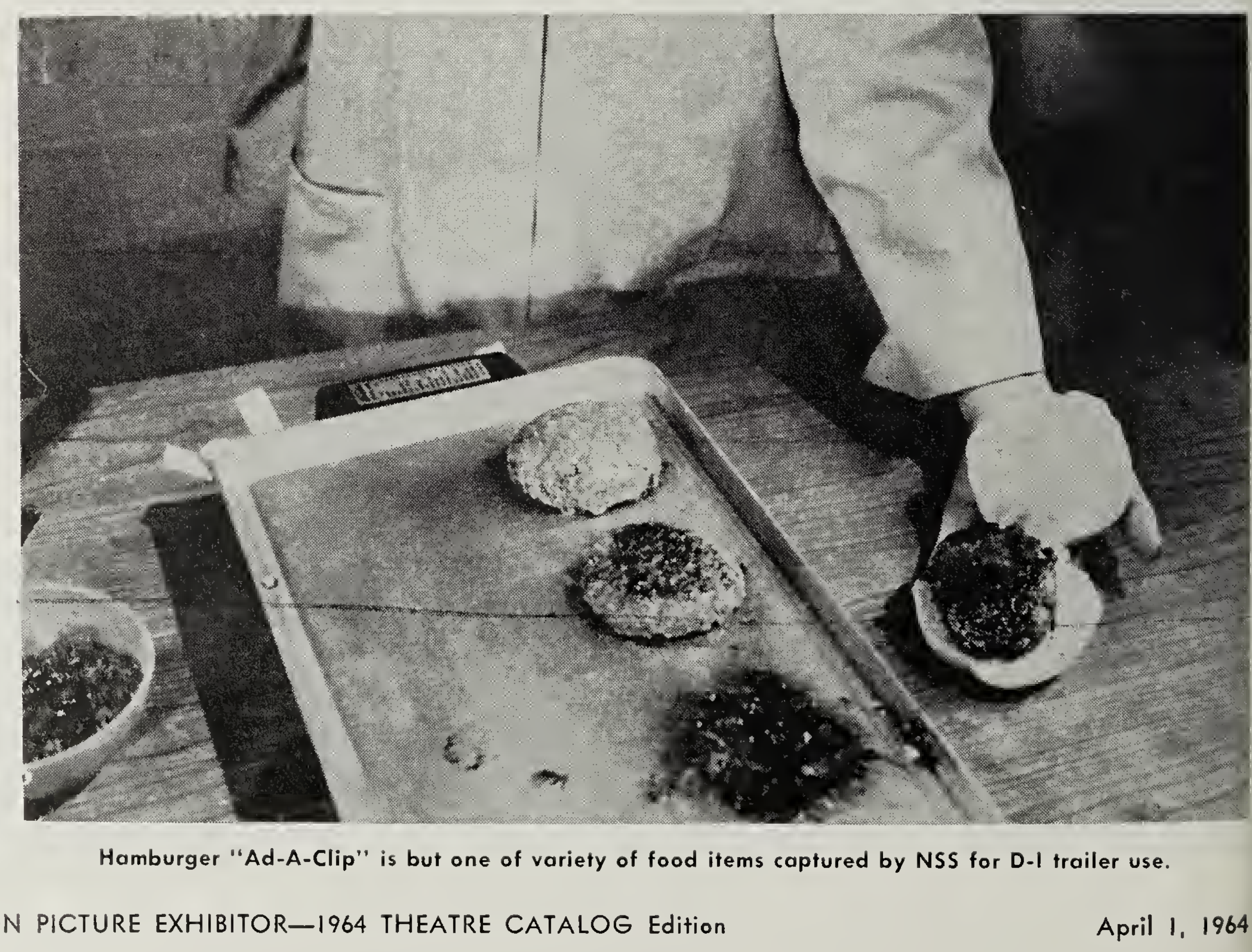
New Trailer Sequence

To accomplish this, NSS drew on the vast resources of its own creative staff of experts and also went outside the company to engage the nation's top animators and cartoonists. The most impressive trailer they have developed is a 10 Minute On-The-Spot Intermission Clock that consists of a series of ten 15-second cartoon sketches with full animation, narration and color.

One sequence relates a humorous incident involving a bowler; another a golfer; another a pool-shooter, each one ending with a "minute" reminder, cleverly brought into focus by the camera. Between each cartoon, 45 seconds is allowed for the insertion of merchant ads, institutional announcements, or Refreshment Add-A-Clips. Where screen advertising can be the exhibitor's choice, it is estimated that income increased by over $11,000 annually (through the simple deduction that 30 merchant ads at an average of $1.00 per night would yield $210 weekly).

One problem encountered by exhibitors with an eye on maximum food sales is the fact that people have to know just when the show starts after the intermission. To meet

(*Continued on page* 58)



Hamburger "Ad-A-Clip" is but one of variety of food items captured by NSS for D-I trailer use.

"PEPSI-COLA" AND "PEPSI" ARE TRADE-MARKS OF PEPSI-COLA COMPANY, REG. U.S. PAT. OFF. © 1963, PEPSI-COLA COMPANY

Now it's Pepsi—*UP FRONT EVERYWHERE*

TV, Radio, Magazines, Newspapers, Outdoor Posters, Point-of-Sale—Pepsi is one of the world's largest advertisers, in all media. That's why more and more people today are saying "Pepsi, please!" Pepsi is moving out front . . . display it up front! Call your local Pepsi-Cola Bottler today, or write: National Accounts Dept., Pepsi-Cola Company, 500 Park Avenue, N. Y. C.

PEPSI-COLA

Showmanship for Drive-Ins

(Continued)

MICHAEL'S
RADIO
15th
"AUTHORIZED FACTORY SERVICE"
• ALL MAKES •

Ten minute intermission clock trailer may use local advertising such as this photo illustrates.

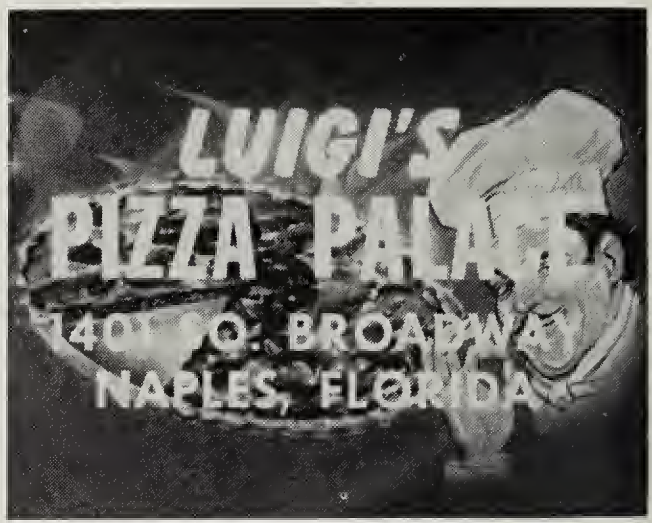


Photo shows example of a local merchant's ad used in the NSS clock sequence.

this challenge, NSS produced a three-minute clock trailer that starts off with live and animated scenes of a neon snack bar sign, food and drink offerings and lively narration advising "there is still three minutes until showtime." This is followed by additional shots of tempting tid-bits punctuated by narration and sound until the two minute reminder appears. The narration enables both patrons in cars and at the refreshment stand to stay informed as to how much time remains until the show starts and constantly plugs away at the fact that they "still have time for last minute purchases."

The importance of using a trailer of this type is never lost to exhibitors who recognize that some portion of their audience might hesitate to visit the snack bar while large crowds are assembled there or might not go at all if they were in doubt about missing the start of the program.

The advantages of using this particular trailer are even more obvious after seeing first hand the showmanship principles it applies.

In previous years National Screen has filled the need for intermission trailers at Drive-Ins where no advertising is shown. Theatre owners who prefer to use the screen for brief announcements of intermission and to keep the screen dark until showtime usually run an opening announcement and frequently follow this with titles or static illustrations of food and drinks available at the stand.

The new Deluxe refreshment trailer which NSS developed was designed to satisfy these exhibitors and, at the same time, present the refreshments so as to make them irresistible to the viewer. To accomplish this, N.S.S. producers and photographers spent weeks capturing on film the favorite foods and beverages of Drive-In patrons. They contacted vendors and theatre owners to learn what new items would be offered to stimulate customer interest. Thus many new edibles were added to the line of standards such as hot-dogs, fried potatoes, etc. Sectional favorites are included so that the exhibitor who vends specialties can now show potato knish, meatball sandwich, fishwick, chow mein, and an assortment of hoagy, submarine or hero sandwiches. Each of these tempting morsels is captured on a individual strip of film called an "Add-A-Clip."

Each Add-A-Clip is filmed individually in Eastman color with narration. These can be strung together to provide continuity; are interchangeable, and can be used to highlight "big-profit" items or specialties which the exhibitor wants to push more aggressively.

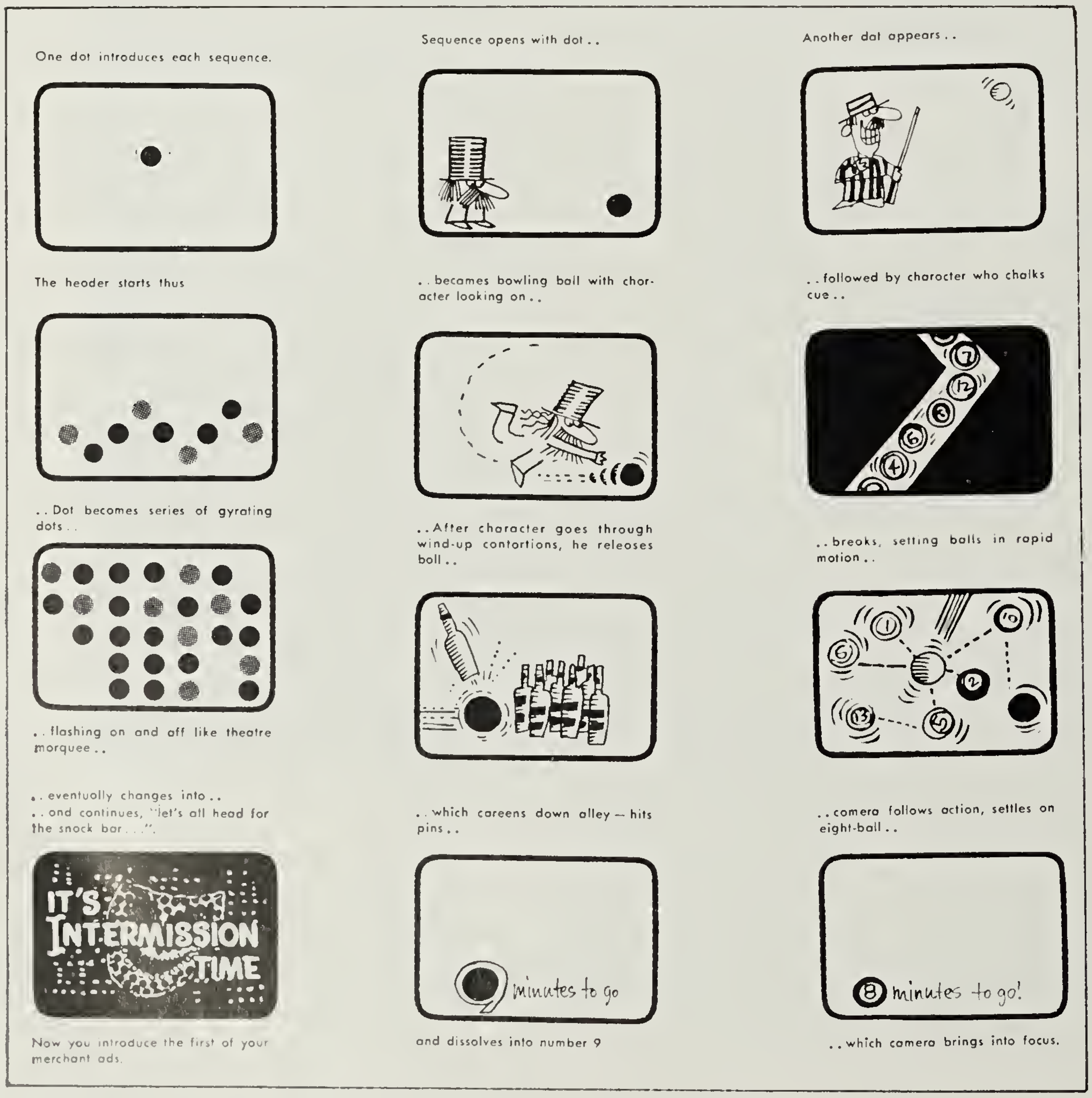
The new Deluxe library of Add-A-Clips has no less than 43 separate delicacies and beverages which exhibitors can order. The Header or "opening" that precedes them embodies good-taste, exciting color and narration, and an abundance of salesmanship that should move the audience in the direction of the Snack Bar with alacrity.

Just in case an exhibitor wants a specially-tailored refreshment trailer, the Special Trailer Services Department of NSS is ready to put its expert staff to work. Actually, the Deluxe group of new Intermission Trailers are designed to serve the needs of any Drive-In Theatre at a cost considerably below custom trailers made specifically to order.

Trailers are not the only field in which N.S.S. research will benefit Drive-In theatremen this year—the company has also developed a full line of "Nite-'n' Da-Glo Reflecta Signs" that provide high visibility during daylight hours and become reflectors at night under auto headlights. The signs are available on durable double-faced Masonite and use Scotscal, a highly fluorescent film treated with Codit, a paint which provides true reflection under light. NSS has a line of these signs in different sizes for marking entrance, exit, snack bar etc.; plus a new series of directional arrows and numerals. The signs will save important money for theatremen who save on high commercial costs when replacing archaic artwork.

This summer the company will also introduce for the first time, Fluorescent Da-Glo streamers and Program Pennant Streamers to help exhibitors sell their important screen programs.

The showmanship innovations from NSS will continue, spurred by its chief executive and president, Burton E. Robbins, a man dedicated to the proposition that new showmanship aids point the way to bigger grosses and steady patronage.



One dot introduces each sequence.

The header starts thus

. . Dot becomes series of gyrating dots . .

. . flashing on and off like theatre marquee . .

. . eventually changes into . .
. . and continues, "let's all head for the snack bar . . .".

Now you introduce the first of your merchant ads.

Sequence opens with dot . .

. . becomes bowling ball with character looking on . .

. . After character goes through wind-up contortions, he releases ball . .

. . which careens down alley — hits pins . .

and dissolves into number 9

Another dot appears . .

. . followed by character who chalks cue . .

. . breaks, setting balls in rapid motion . .

. . camera follows action, settles on eight-ball . .

. . which camera brings into focus.

"COCA-COLA" AND "COKE" ARE REGISTERED TRADE-MARKS WHICH IDENTIFY ONLY THE PRODUCT OF THE COCA-COLA COMPANY.

HOT DOG & COKE
DRINK Coca-Cola
TRADE-MARK ®
25¢

we can give you advertising that not only stops 'em

DRINK Coca-Cola

but sells 'em

When it comes to advertising, your Representative for Coca-Cola is the man to see. His counseling on advertising is part of a program called, "Custom Merchandising." A program that also includes advice on promotions, equipment selection, personnel training, ticketing, and so on.

Our representatives have an average of 12 years' merchandising experience with The Coca-Cola Company. And they represent the *only* soft drink manufacturer that takes the time to extensively train its own national fountain merchandising field force.

So when it comes to advertising (or any other phase of "Custom Merchandising"), consult your Representative for Coca-Cola. He's the expert.

things go better with Coke
TRADE-MARK ®

Concession Stand Contest For Extra Profits

A Leader In The Theatre Concession Field Gives Invaluable Tips For A Successful Contest

By Jack O'Brien

Second Vice President
National Assoc. of Concessionaires

■ Everyone appreciates a windfall—particularly concession sales personnel and theatre managers.

We have had many types of contests and consistently found it pays the theatre owner rich dividends to conduct periodic contests for his employees. Some of our contests applied only to the employees of an individual concession stand. Others, took in an entire circuit including the stand personnel and managers, and, in one particular drive, the district managers were included. In each case the cost was justified by additional returns from increased sales and profits.

O'Brien

The most successful incentive drive (we prefer to call it that rather than contest) was conducted in the following manner:

(1) Arrangements were made with a mail order house to have catalogues mailed to the homes of all managers and district managers.

(2) An announcement bulletin was prepared which alerted those involved that a drive was in the making. The announcement was addressed to Mr. & Mrs. and forwarded to their home, advising them that they could win any one or a number of 8000 different prizes listed in the catalogue.

(3) Periodic bulletins were sent out to all concerned, explaining the rules of the drive as follows:

(a) Each theatre and district were given a base per capita which had been determined from their past experience.

(b) Dates for the duration of the drive were listed. In our case, it was the 4th Quarter from October 1 through December 31.

(c) Explanation of the method to be used in determining prizes. "NO LIMIT as to how much can be won for you and your family."

(d) Prize points to be awarded in proportion to the amount of increase over the base figure.

Free EACH CIRCUS TOY BIG CIRCUS BALLOON!

Novelty items put on sale in theatre lobby lend color to showmanship effort of manager.

(e) Each week, every contestant receives a certificate indicating the number of points awarded to him. The points can be redeemed immediately or held and allowed to accumulate for the purchase of any item in the catalogue at the price listed (either retail sale price or discount wholesale price, as management dictates).

(f) Bonus points (200 to 500) are awarded for extra activities, such as, best counter display, best merchandising idea, best cost control, best percentage profit increase, best letter from the manager's wife, etc.

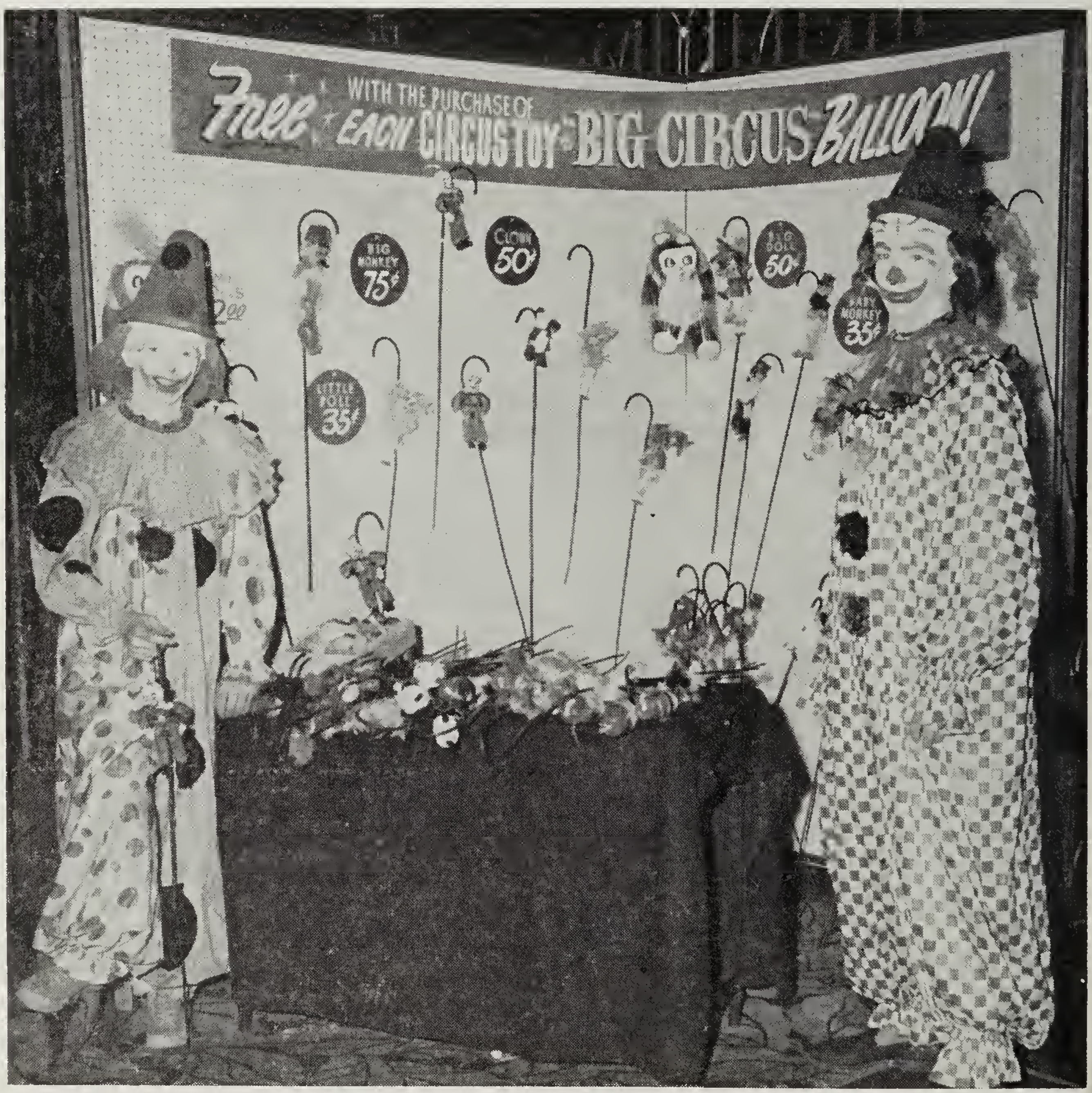
(g) Any theatre or district showing more than 1 per cent shortage for any period, is deprived of points for that period. (This proved very effective. Shortages were held to a minimum during the drive).

(Continued on page 62)

Example:

If the base figure is 18¢ and the per capita for any week is 20¢, the manager shares in the 2¢ increase. The share is determined by the increased gross sales. Should the attendance be 5,000 for the week, a 2¢ increase in per capita equals $100.00 in increased gross sales. Therefore, a manager's share of this increase is 10 per cent or $10.00. (The percentage could very well vary at the discretion of the management).

As each penny is considered a point, the manager will now have 1,000 points toward any prize he selects from the catalogue.


Free WITH THE PURCHASE OF EACH CIRCUS TOY BIG CIRCUS BALLOON!
BIG MONKEY 75¢
CLOWN 50¢
BIG DOLL 50¢
LITTLE DOLL 35¢
35¢

Boys in clown's costumes attend display of circus novelties in tie-in effort. Balloons, perhaps the most oft used bally of them all, were given away with each purchase of small circus toys. Stunt, though done before, always attracts the patrons.

RC® gives you 13 more servings per gallon!

RC costs less . . . earns you more! With Royal Crown Cola, your profits pile up two ways: (1) RC is the lowest priced nationally advertised brand, (2) you get 128 servings per gallon compared with 115 offered by our leading competitor. Two good reasons for you to join the many theater owners throughout America who are switching to RC quality . . . and to more profit!

Royal Crown® Cola Co.
Columbus, Georgia

NET CONTENTS
ONE GALLON
R C
Royal Crown Cola
SYRUP
Royal Crown Cola
RC
Royal Crown Cola

Other fine products of Royal Crown Cola Co.: *Diet-Rite Cola / Nehi / Upper 10 / Par-T-Pak*

Running the Incentive Drive •

(Continued From Page 60)

(4) The wife angle was stressed. By sending her letters and suggesting that she prod her husband, with the idea in mind that a little more enthusiasm and effort on his part would increase his points and acquire more prizes for the family, proved very effective.

We considered this the best type of drive as all contestants were happy to win at least one prize of their own choosing.

Contests for sales personnel in individual theatres have also proven beneficial. These contests are usually conducted on the basis of increased sales of high profit items, such as buttered corn and soft drinks. The winners are awarded cash gifts or extra time off.

Periodically it is good business procedure to conduct drives that accentuate the profit margins. An example of this is a policy of awarding prizes for the best profit results from the sale of popcorn over a given period of time. The manager has to keep accurate records of all costs and resolve his percentage profit with regard to sales.

Contests of this sort tend to keep managers aware of the importance of tight control and supervision. The resultant savings will more than pay for any prizes awarded.

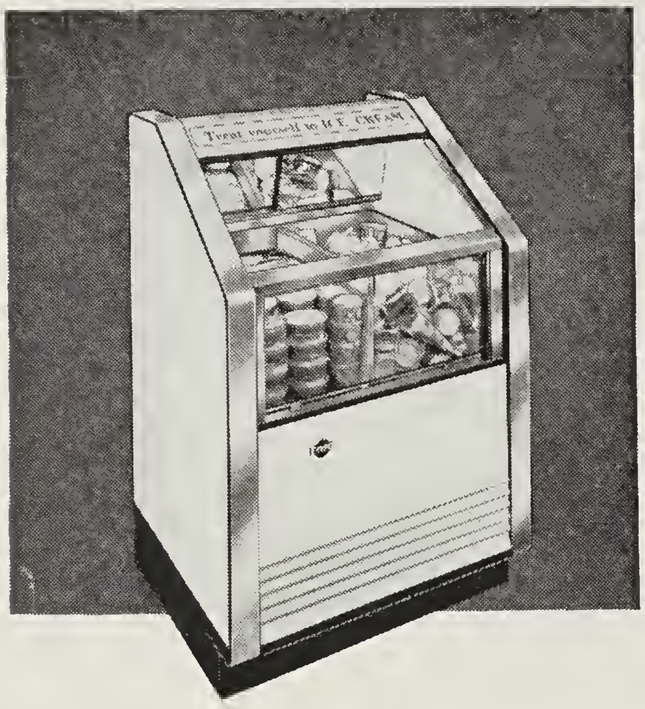
The most difficult task in conducting a contest is to determine a fair format by which to determine the winner. We find that each manager should be judged on his own individual past experience rather than on an overall circuit figure.

Product has proven to be a deciding factor in the outcome of any contest. For instance, if a theatre played an exceptionally good concession picture during the same period the preceding year but did not have a comparable feature during the contest, then the chances of surpassing a previous high "per capita" are poor. The reverse of this would obviously result in that particular theatre being a sure winner. This fact should be taken into consideration when determining a norm for any one theatre.

If I may paraphrase a slogan used by the National Association of Concessionaires and apply it to exhibitors: **"It doesn't cost to run an Incentive Drive—It Pays."**

BLUMENTHAL
Popcorn

Manager's ingenuity in creating tailored back-bar displays from readily available point-of-purchase materials can make the difference between attention-getting display or something that the patron will barely notice.



The first show is in the lobby

Movies are better than ever. So are the appetites of the people who enjoy them. That's where your ice cream novelties get into the act. Especially when they have a 4-star display in a Bally Case. Gleaming Porcelain finish gives real showmanship to your products. Whether it's in theatre lobbies or in drive-in refreshment counters, the result is the same in both places . . . increased ice cream sales.

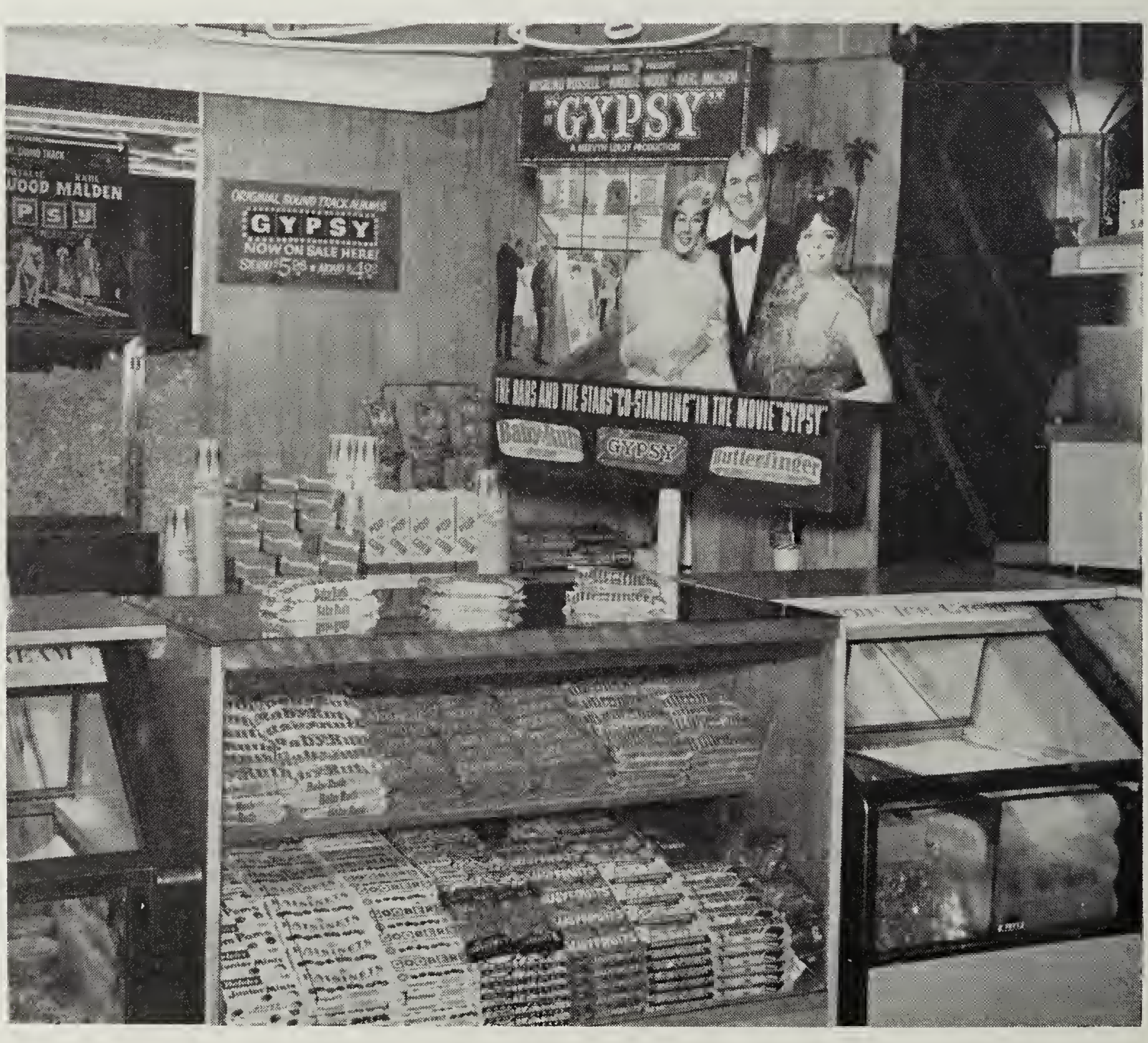
Model TI-30 above for theatre lobbies, 30" long, Approx. 875 novelties.

Model TI-43 to right for drive-ins, 43" long, Approx. 1194 novelties.

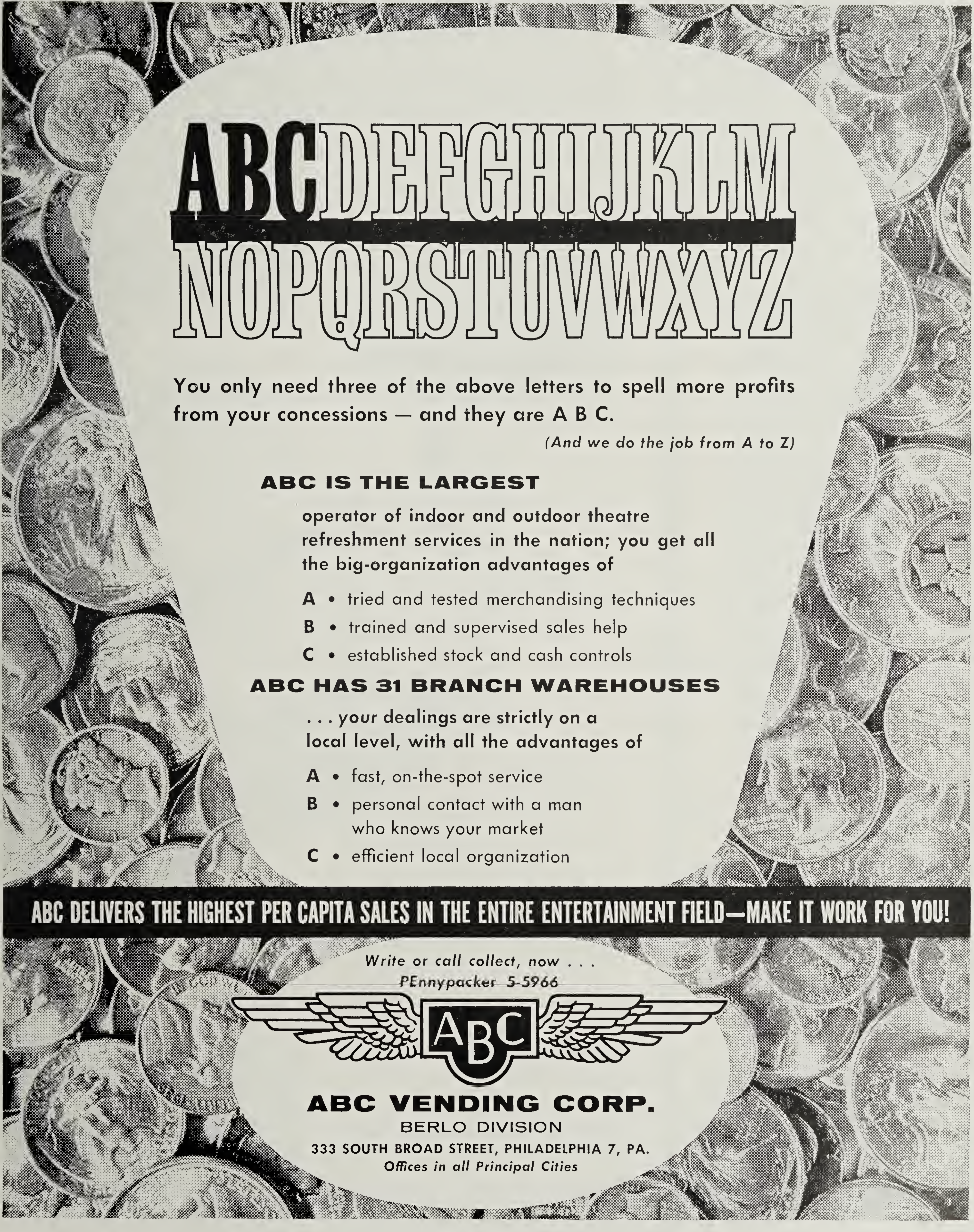
Bally

Bally Case and Cooler, Inc.
Bally, Pennsylvania

Write Dept. MP for more details.


"GYPSY"
ORIGINAL SOUND TRACK ALBUMS
GYPSY
NOW ON SALE HERE!
THE BARS AND THE STARS CO-STARRING IN THE MOVIE "GYPSY"
Baby Ruth
GYPSY
Butterfinger

Cute back-bar poster ties in the film "Gypsy" with bar goods. Three signs are visible. Notice prominent display given in candy cabinet to articles related to picture. Good concessions pictures, with this kind of sales effort, can bring sales up to snuff in any situation.



ABCDEFGHIJKLM NOPQRSTUVWXYZ

You only need three of the above letters to spell more profits from your concessions — and they are A B C.

(And we do the job from A to Z)

ABC IS THE LARGEST

operator of indoor and outdoor theatre refreshment services in the nation; you get all the big-organization advantages of

A • tried and tested merchandising techniques
B • trained and supervised sales help
C • established stock and cash controls

ABC HAS 31 BRANCH WAREHOUSES

. . . *your* dealings are strictly on a local level, with all the advantages of

A • fast, on-the-spot service
B • personal contact with a man who knows your market
C • efficient local organization

ABC DELIVERS THE HIGHEST PER CAPITA SALES IN THE ENTIRE ENTERTAINMENT FIELD—MAKE IT WORK FOR YOU!

Write or call collect, now . . .
PEnnypacker 5-5966

ABC

ABC VENDING CORP.
BERLO DIVISION
333 SOUTH BROAD STREET, PHILADELPHIA 7, PA.
Offices in all Principal Cities

New Lily Cup Capper

High traffic locations such as ball parks, stadiums, arenas, are offered a unique high speed semi-automatic machine which caps up to 10,000 cups an hour, at the lowest available cost of 96 cents per thousand. The Lily Film Capper, Model 101, provides tight spill-proof closures on either hot or cold drink cups, sizes 7 oz. through 14 oz., without conversion parts or adjustments, resulting in maximum speed, flexibility, and money and labor savings. A complete line of icing, pouring equipment, and other accessories is also available, and 50-cup carrier baskets are included with each unit leased at the nominal rental. The cup capper may also be adapted to certain existing icing and filling equipment.

NEW 15¢ DOUBLE PACK

(60 ct.)

SWITZER'S

Old-Fashioned Licorice
and Cherry Red in bars
and bags.

10¢
Bar
(100
ct.)

Switzer's
LICORICE
St. Louis 2, Mo.

25¢ BAG (12 or 24 ct.)

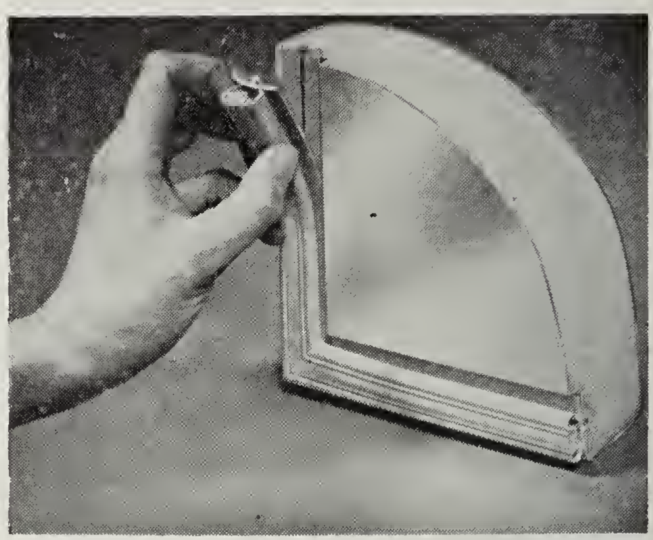
Switzer's
LICORICE
DOUBLE PACK 15¢
LICORICE
Double Pack
Switzer's
Switzer's
CHERRY RED
25¢

Removable Gasket Simplifies Clean-up On Refrigerator

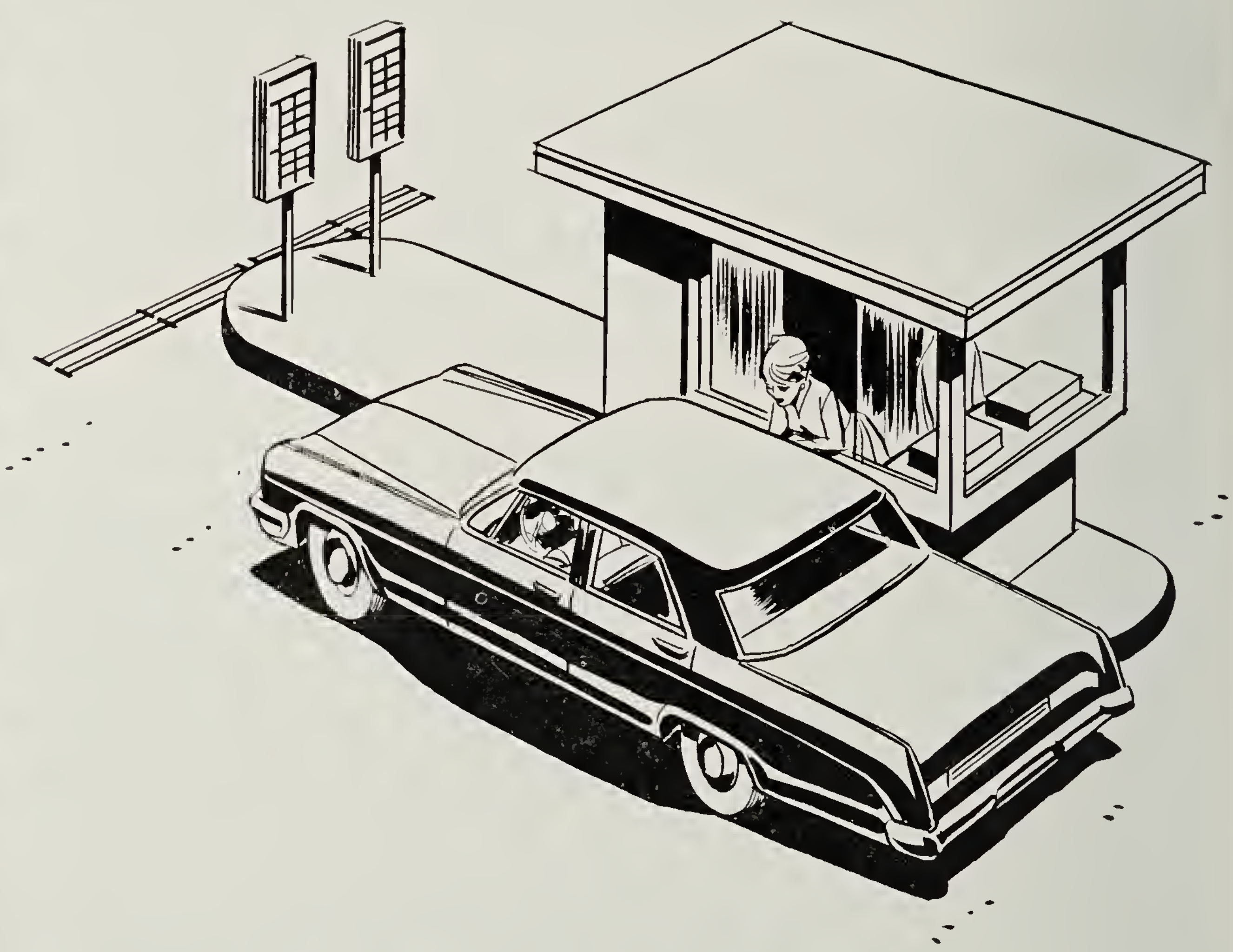
■ A new line of refrigerators from Glenco Guardian Refrigerators of Philadelphia offers a unique sanitary feature—the first refrigerator gasket that is completely removable in seconds for cleaning.

The patent-pending innovation consists of a thermobreaker that is anchored permanently in place in the insulation of the door. A vinyl "sure-seal" gasket is fitted into a groove and fastened around the entire perimeter doing away with gaps resulting from the screw-fasten method, which hinder complete insulation.

All of the new refrigerators in the "reach-in" line from the company will be equipped with this new type seal. Also standard are 100 per cent "foamed-in-place" polyurethane insulation on all doors, and versatile interchangeable interiors that can be tailored to any food service requirement.



Vinyl "sure-seal" gasket fits into special groove and is fastened around entire perimeter of refrigerator door on new Glenco lines to insure complete seal and easy removal for cleaning.



EPRAD SECURITY SYSTEM —

(Continued from page 29)

same time, the lights on the Patron Pay Indicator are extinguished and the system is ready for the next patron.

Should a vehicle exit via the entrance, no recording is made. This prevents cancelling, over counts or tampering with the recording. If a car should enter the theatre without any boxoffice transaction being made, one car will still be recorded and since this will cause the car count to differ from the transaction count, it will reveal that a car was allowed to enter without proper payment.

REMOTE CAR TOTALIZER: (At additional cost) provides an up-to-the-minute count of all cars that have entered *all* ramps that are Car-Chek equipped. It is primarily used for concession purposes and indicates when the capacity of the theatre has been reached.

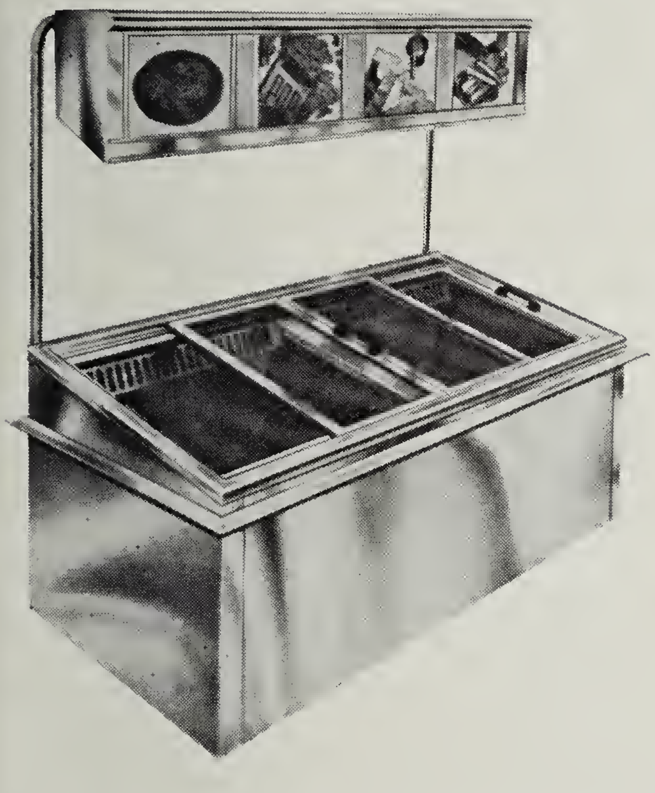
This optional unit is installed in the Manager's Office, Concession Stand, or other desirable remote location. Basically, it is a 4-digit, box-mounted, resettable counter that totalizes the number of cars entering all Car-Chek equipped lanes.

The EPRAD Car-Chek system, when properly installed and operated, provides theatre management with an effective tool for "policing" their boxoffices. Progressive theatres from Coast to Coast are now utilizing Car-Chek with dramatic results.

NEW PRODUCTS

... that have Theatre interest

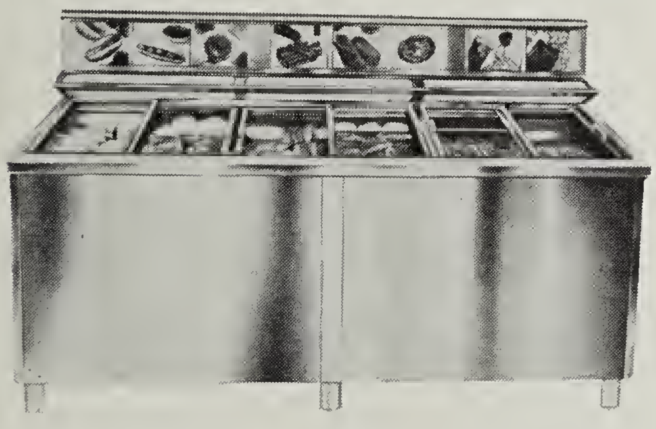
Vittle-Vendor



The Star Metal Corp., of Philadelphia, as part of its new 1964 line, has introduced the "Vittle-Vendor" line of hot food serving equipment for self-service use in concession operations such as the drive-in theatre where volume service in short periods is experienced.

The new line, on which delivery for spring openings has been guaranteed, offers a floor model with three fully insulated, individually controlled compartments, two of moist heat designed for hot dogs, hamburgers, etc., and one of dry heat which is ideal for shrimp rolls, pizza, french fries and pop corn. The unit is 7′ 6″ long and of all stainless steel construction.

A drop-in type counter installation model offers two sections with dry heat, while another model is a two section moist heat unit. Also available are two counter top models designed for holding boxed popcorn, buttered corn, pizza, and similar fun foods.



All models in the line are fully National Sanitation Foundation and UL approved.

Switzer Double Pak

Switzer's
LICORICE
DOUBLE PACK 15¢

The latest in new products from Switzer's Licorice is the 15¢ Double Pak, a pack containing 2 individually wrapped bars of Old Fashioned Licorice. Packed in 60 count cartons, they offer over a 60 per cent profit margin.

According to Switzer's management, the additional outer cello wrap on the Pak assures greater freshness and increased shelf-life. The retail price (15¢) places the pak well within the range of fast-moving impulse items. And the Pak's convenient size makes it a good carry-out item.

5¢ Nut Roll

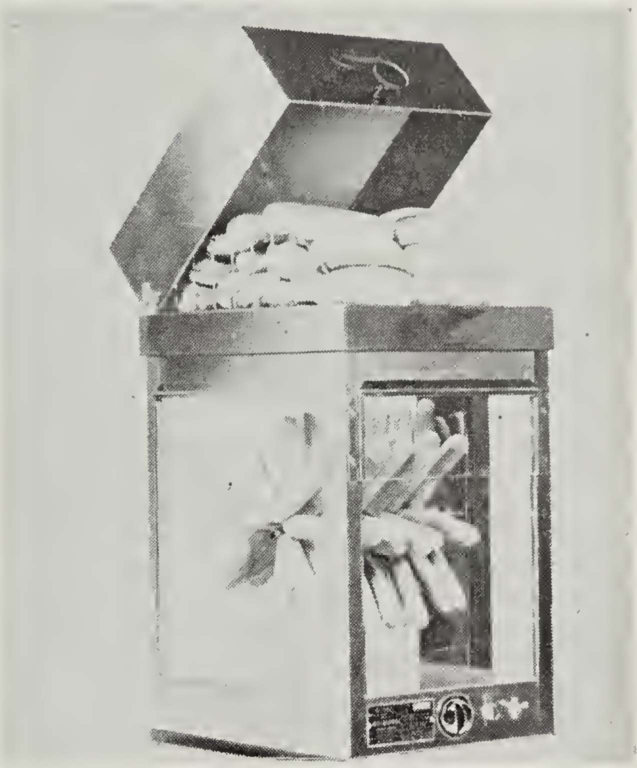
COATED NUT ROLL
BIG PAY
FUDGE • PEANUTS • CARAMEL
BIG PAY

The latest from Hollywood Brands, Inc., is 5¢ Big Pay, a light-milk-coated nut roll similar to 10¢ Big Pay. The center is Hollywood's vanilla fudge. Next, comes a layer of caramel. Then, dry roasted peanuts, and finally the light-milk coating.

Says F. A. (Marty) Martoccio, president of Hollywood Brands, Inc., "Some people think that this is the time to pull in your horns—with the sugar and economic situations the way they are. We don't. We think this is the time to break with new products—yes, even 5¢ bars while the trend is leading toward the 10-centers. Why do we think that? Because it's been our experience that if you always fight to give the consumer a little more, you'll be rewarded with greater consumer loyalty, greater jobber and buyer loyalty, greater profits for everyone!"

Bars are packaged in either 24 count or 120 vend.

Hot Dog Cooker



Concerns doing a volume business in hot dogs and wanting to save space consider Glenray Silent Salesman. The Silent Salesman operates economically at about two cents an hour and requires a space of only 18 inches deep, 17 inches wide, and 36 inches high, with the bun warmer lid up. The warmer features a built-in moisture return to prevent soggy buns and holds 36 of them at the peak of freshness.

The stainless steel Glenray has a motor driven spit holding 56 regular franks, and there's an optional spit for foot longs. The glass area on all four sides presents prospective customers a view of franks being barbecued from the inside out in their own juices.

SNOW CONES

SNOW CONES
SNOW CONES
SNOW CONES

INCREASE THE PROFIT

percentage of your snack bar with SNOW CONES. Use this Echols Improved Snow Shaver with reserve capacity for "peak" periods.

Polished Aluminum ! !
Attractively lighted case ! !
As Shown $325.00

See your local dealer or write:

S. T. ECHOLS, Inc. BOX 1612
BISMARCK, MISSOURI

Refreshment Equipment Suppliers

BAGS AND BOXES

Andre Paper Box Company, San Francisco, Cal.—Popcorn containers
Grand Bag and Paper Company, Inc.—Ossining, N. Y.—Noiseless popcorn bags and others
Manley, Inc., 1920 Wyandotte Street, Kansas City, Mo.
Prunty Seed and Grain Company, 620 West Second Street, St. Louis, Mo.—Noiseless popcorn bags
Rex Paper Products Company, 21-09 Borden Avenue, Long Island City, N. Y.—Popcorn bags, noisless, m. g., glassine, hot dog bags, sandwich bags, French Fry bags, Pizza Pie bags, egg roll bags, pillow type bags, peanut bags, foil bags for hot buttered corn, duplex bulk bags for prepopped corn
Rockford Paper Mills, 33 South LaSalle Street, Chicago, Ill.—Popcorn boxes
Superdisplay, Inc., Specialty division, 1324 West Wisconsin Avenue, Milwaukee, Wis.—Popcorn boxes, buttercup containers

BEVERAGES

Bowman Dairy Co., 140 W. Ontario Street, Chicago, Ill.—Chocolate milk in cans
Canada Dry Ginger Ales, Inc., 100 Park Avenue, New York—Beverages
THE COCA-COLA COMPANY, P. O. Box 1734, Atlanta 1, Ga.—"Coke"
Crush International, 2201 Main St., Evanston, Ill.—"Orange Crush" drink, "Old Colony" beverages
Dad's Root Beer Company, 2800 North Talman Avenue, Chicago, Ill.—Beverages
DR. PEPPER COMPANY, P. O. Box 5086 (mailing address) 5523 E. Mockingbird Lane, Dallas, Texas
Double Cola Company, 1478 Market Street, Chattanooga, Tenn.—Beverages
Dutch House, Inc., 1411 N. Sydenham St., Philadelphia, Pa.—Chocolate drink
Grapette Company, 112 Grinsted, Camden, Ark. "Grapette"
HIRES DIV.—BEVERAGE INT'L., 2201 Main St., Evanston, Ill.—Hires root beer
Hurty-Peck Co., 1423 Naomi Street, Indianapolis, Ind.—Beverage flavors.
Julep Company, 353 West Grand Avenue, Chicago, Ill.—Root beer and fountain syrup
Mission of California, Inc., 197 Chatham St., New Haven, Conn. and 5040 S. Alameda St., Los Angeles, Calif.—Beverages, Mission Orange
PEPSI-COLA COMPANY, 500 Park Ave., N. Y. 22, N. Y.—Beverages
Richardson Corporation, 1069 Lyell Avenue, Rochester, N. Y.—Root beer
ROYAL CROWN COLA CO., 10th and 9th Avenue, Columbus, Ga.—"Nehi" and "Royal Crown Cola"

CANDY

Fred W. Amend Company, 8 South Michigan Avenue, Chicago, Ill.—"Chuckles"
Bachman Chocoloate Manufacturing Company, Mount Joy, Pa.
Walter Baker and Company, Inc., Pierce Square, Dorchester, Mass.
Banner Candy Manufacturing Company, 700 Liberty Avenue, Brooklyn, N. Y.—Candy, Jordan almonds, coated licorice
Paul F. Beich Company, West Front Street, Bloomington, Ill.
Blumenthal Bros., Margaret and James Streets, Philadelphia 27, Pa.
E. J. Brach and Sons, 4656 West Kinzie Street, Chicago 44, Ill.
Brock Candy Company, Chattanooga, Tenn.
Bunte Brothers-Chase Candy Company, 3301 West Franklin Street, Chicago 24, Ill.
Cadbury-Fry America, Inc., 261 Broadway, New York
Candy Crafters, Inc., Stewart and Union Avenues, Lansdowne, Pa.—Chewing gum, Licorice "Sweeties"
Candymasters, Inc.—3-5 North 15th Street, Minneapolis 3, Minn.
Cardinet Candy Company, 2171 Market Street, Oakland, Cal.
Charms, Inc., 601 Bangs Avenue, Asbury Park, N. J.
Chunk-E Nut Products Company, 231 North 2nd Street, Philadelphia, Pa.
Cook Chocolate Company, 4825 South Rockwell Street, Chicago 32, Ill.
Curtiss Candy Company, 1101 West Belmont Street, Chicago 13, Ill.
F and F Laboratories, 3501 West 48th Street, Chicago 32, Ill.
Ferrara Candy Co., 2200 W. Taylor Street, Chicago, Ill.
Fisher Nut and Chocolate Company, 2327 Wycliff Street, St. Paul 4, Minn.
D. Goldenberg, Inc., 161 West Wyoming Avenue, Philadelphia 40, Pa.
Adolph Goldmark & Sons, 467 Greenwich Street, New York, N. Y.—"Terry," "Assorted Pastilles"
Henry Heide, Inc., New Brunswick, N. J.
Hershey Chocolate Corporation, Hershey, Pa.
HOLLYWOOD CANDY COMPANY, Chestnut and Calumet, Centralia, Ill.
Walter H. Johnson Candy Company, 4500 West Belmont Avenue, Chicago, Ill.
Robert A. Johnson Company, 4033 West National Avenue, Milwaukee 1, Wis.
Kelling Nut Co., 2800 Belmont, Chicago, Ill.
Kimbell Candy Company, 6546 West Belmont Avenue, Chicago, Ill.
Kraft Foods Company, 500 Peshtigo Court, Chicago 11, Ill.
Leaf Brands, Inc., 115 North Cicero, Chicago, Ill.
Life Savers Corporation, Port Chester, N. Y.—Candy, Life Savers
Lusk Candy Company, Davenport, Ia.—Lemon drops
McAfee Candy Company, Inc., Macon, Ga.
Mars, Inc., 2019 North Oak Avenue, Chicago 35, Ill.
Mason, Au and Magenheimer, P. O. Box 549, Mineola, L. I.
Melster Candies, Cambridge, Wis.
National Licorice Company, Bridge and John Streets, Brooklyn 1, N. Y.
Necco Sales Corporation, 245 Massachusetts Avenue, Cambridge, Mass.
Nestle's Chocolate, 100 Bloomingdale Rd., White Plains, N. Y.
Peter Paul, New Haven Road, Naugatuck, Conn.
Planters Nut and Chocolate Company, 632 South Main Street, Wilkes-Barre, Pa.
Quaker City Chocolate and Confectionery Company, 2136 Germantown Avenue, Philadelphia, Pa.
Queen Anne Candy Company, 604 Hoffman Street, Hammond, Ind.
Reed Candy Company, 1245 Fletcher Street, Chicago—Butter Scotch rolls, Chocolate rolls, Orange rolls
Reese Peanut Butter Corp., Hershey, Pa.—Reese Peanut Butter Cups
Thomas D. Richardson Company, Atlantic and 1 Streets, Philadelphia, Pa.—Candy mints
Joseph A. Riggie Candy Company, 3704 West North Avenue, Chicago, Ill.—Jordan almonds
Rockwood and Company, 88 Washington Avenue, Brooklyn, N. Y.
Schuler Chocolates, Inc., 1000 West Fifth Street, Winona, Minn.
Sperry Candy Company, 133 West Pittsburgh Avenue, Milwaukee 4, Wis.—"Chicken Dinner," "Denver Sandwich"
Squirrel Brand Company, 10-12 Boardman Street, Cambridge, Mass.
Howard E. Stark, 181 North Broadway, Milwaukee 2, Wis.
Sweets Company of America, Inc., 1515 Willow Avenue, Hoboken, N. J.—Candy, Tootsie Fudge, Tootsie Rolls
SWITZER'S LICORICE COMPANY, 612 North First Street, St. Louis 2, Mo.
Terry Candy Company, 963 Newark Avenue, Elizabeth, N. J.
Van Houton & Zoon, 537 Greenwich St., New York, N. Y.
James O. Welch Company, 810 Main Street, Cambridge, Mass.
Wilbur-Suchard Chocolate Company, 48 North Broad Street, Lititz, Pa.
Williamson Candy Company, 4701 Armitage Avenue, Chicago 39, Ill.
York Caramel, Box 1147, York, Pa.
George Zeigler Company, 408 West Florida Street, Milwaukee 4, Wis.

COFFEE MAKER, VENDER

Coan Manufacturing Co., 2070 Helena St., Madison 4, Wis.
Cole Products Corp., 39 S. LaSalle St., Chicago 3, Ill.
Continental Vending Machine Corp., 956 Brush Hollow Rd., Westbury, N. Y.
Steel Products Co., 40 Eighth St., S.W., Cedar Rapids, Iowa
Superior Refrigerator Manufacturing Co., Inc., 907-917 North Broadway, St. Louis 2, Mo.

CONCESSION SERVICE

ABC Vending Corporation, 209 West 14th St., New York, N. Y.
BERLO VENDING COMPANY, 333 South Broad St., Philadelphia, Pa.
Confection Cabinet Corp., East Orange, N. J.
Sportservice, Inc., Sportservice Building, Buffalo, N. Y.
Theatre Confections Inc., 795 Monroe Ave., Rochester 7, N. Y.

CONCESSION STANDS

Columbus Showcase Co., 850 West Fifth Ave., Columbus, O.—Showcases, candy stands
Dill, Philip A., Inc., 1209 Castle, Dallas, Tex.
Manley, Inc., 1920 Wyandotte, Kansas City, Mo.
NATIONAL THEATRE SUPPLY CO., 92 Gold St., New York 38, N. Y.
Savon Co., The, 286 Pennsylvania Ave., Paterson 3, N. J.
STAR METAL CORP., Trenton Ave. & Ann St., Phila. 34, Penna.
Supurdisplay, Inc., 2100 Wisconsin Tower Bldg., Milwaukee, Wis.
Samson Berman, Associates, 144-03 78th Ave., Flushing 67, Long Island, N. Y.

CUPS, TRAYS, PAPER

Continental Can Co., 349 Oraton Street, Newark, N. J.
Dixie Cup Company, 24th and Dixie Avenue, Easton, Pa.
Hi-Land Paper Company, 274 Madison Avenue, New York
Lily-Tulip Cup Corporation, Chanin Building, 122 East 42nd Street, New York
Maryland Cup Co., Owings Mills, Maryland
U. S. Envelope Company, 68 Prescott, Worcester 5, Mass.
Victor Wagner & Sons, 115 Ash St., Buffalo 4, N. Y.—(Carry-out trays)

DRINK DISPENSER, FOUNTAIN, BOTTLE, CUP

American Machine & Foundry, 3232 N. Kilpatrick, Chicago, Ill.
Automatic Products Company (APCO), 956 Brush Hollow Rd., Westbury, L. I., N. Y.—Beverage dispenser
Automatic Syrup Company, 46-07 Vernon Boulevard, Long Island City, N. Y.—Vending machines
Bastian-Blessing, 4201 West Peterson Avenue, Chicago 30, Ill.—Soda fountain, carbonators, luncheonette units
C. T. C. Mfg. Co., 11936 Valerio Street, N. Hollywood, Cal.—"Whirlpool Jr." beverage dispenser
Carbonaire, Inc., 114 Fern Avenue, San Francisco, Cal.—Drink dispensing equipment
Carbonic Dispenser Company, Canfield, O.—"Sodamaster" dispenser
Cole Products Company, 39 South LaSalle Street, Chicago, Ill.—Beverage vendors
Continental-APCO, 956 Brush Hollow Rd., Westbury, L. I., N. Y.—Beverage dispensers
Everfrost Sales, Inc., 14815 South Broadway, Gardena, Cal.—"Everfrost" soda bar
Helmco, Inc., 1215 West Fullerton Avenue, Chicago, Ill.—Soda fountain and refrigeration equipment
Hudson Soda Fountain and Refrigeration Company, Arlington, N. J.—Soda fountains
Hydra-Silica Corporation, Flora Dale, Pa.—Cold venders, bottle

W. Kestenbaum, Inc., 1790 First Avenue, New York—Dispenser
The Liquid Carbonic Corporation, 3110 South Kedzie Avenue, Chicago, Ill.—Soda fountains
Majestic Enterprises, Inc., 959 Crenshaw Boulevard, Los Angeles, Cal.—Dispenser
Manley, Inc., 1920 Wyandotte Street, Kansas City, Mo.—"Ice-O-Bar" drink dispenser
Miller & Carrell Mfg. Co., 1215 12th Street, Denver, Colo.—"Speedster" hot choc. dispenser
Mills Industries, 4100 Fullerton Avenue, Chicago, Ill.—Beverage vendor
Modern Refreshers, Inc., 55 East Washington Street, Chicago, Ill.—Dispenser
Multiplex Faucet Company, 4319-25 Duncan Avenue, St. Louis, Mo.—Beverage dispenser
NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.
Rowe AMI Mfg. Co., Inc., 50-75 W. Lexington Ave., Chicago 44, Ill. Beverage Dispenser
Selmix Dispensers, Inc., 28-25 Borden Avenue, Long Island City 1, N. Y.—Beverage dispenser
Spacarb, Inc., Stamford, Conn.—Cold vendors, cup (automatic)
Superior Refrigerator Company, 907-917 North Broadway, St. Louis 2, Mo.

FOOD PREPARATION EQUIPMENT

Bakers Pride Oven Co., 1641 E. 233 Street, New York 66, N. Y.—Pizza ovens
BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha 2, Neb.—Pressure fryer
Bell Engineering Co., 55 Munroe Street, Lynn, Mass.—Bar-B-Cutie barbeque
G. S. Blodgett Co., Inc., 50 Lakeside Ave., Burlington, Vt.—Pizza ovens
Burger-Mat Corp., 341 39th Street, Brooklyn, N. Y.—Hamburger equipment
Clark Industries, Inc., 1509 Meridian St., Nashville 7, Tenn.—Clark radiant electric hamburger broilers
J. J. Connolly, Inc., 457 West 40th Street, New York 18, N. Y.—Automatic frankfurter—Roll-A-Grill
Dalason Prods. Co., 835 W. Madison, Chicago, Ill.—Bar-B-Frank hot dog machine
Garvis Manufacturing Company, 210 Court Street, Des Moines, Ia.—Hot dog bun warmer
General Mfg. Co., 1209 Castle St., Dallas, Texas
Greer Enterprises, Inc., 281 N. Grant Avenue, Columbus, O.—"Glenray" hot dog machine
Harvic Mfg. Co., 154 Nassau Street, New York 38, N. Y.—Pizza ovens
Helmco, Inc., 1215 W. Fullerton, Chicago, Ill.
Charles E. Hires Co., 206 S. 24th Street, Philadelphia, Pa.—"Snak-Bar," hot dog grill and beverage server
Hollywood Servemaster, 114 W. 18th Street, Kansas City 8, Mo.—"Roto-Grill" hot dog machine
Hot Point (Div. of General Electric), 227 South Sealey, Chicago, Ill.—Food preparation equipment
Manley, Inc., 1920 Wyandotte Street, Kansas City, Mo.—"Frank-Bank" hot dog cooker and server
Prince Castle Sales Co., 121 W. Wacker Drive, Chicago, Ill.—Bar-B-Que preparation equipment
Savon Co., 286 Pennsylvania Avenue, Paterson, N. J.—Pizza pie ovens
Star Manufacturing Company, 6300 St. Louis Avenue, St. Louis, Mo.—Food equipment
STAR METAL CORP., Trenton & Ann Sts., Phila., Pa.—Vittle-Vendor hot food serving equipment
Toastmaster Prods. div., McGraw Electric Co., Elgin, Ill.—Hot food servers, toasters, food preparation equipment
Virga's Pizza Crust Co., Inc., 2236 Conner St., New York 66, N. Y.—Pizza ovens, supplies

FOODS, PREPARED

Arena Real Pizza Crust Co., 1913 White Plains Rd., Bronx 61, N. Y.—Pizza pie
Armour and Company, Union Stockyards, Chicago, Ill.—Frankfurters
Campbell Soup Co., Camden N. J.—Canned Soups
Castleberry's Food Company, P. O. Box 1010, Augusta, Ga.—Bar-B-Que, chili, canned, prepared
Flavo-Rite Food, Inc., 2964 Lafayette Ave., Bronx, N. Y.—Egg, turkey and shrimp rolls
Frozen Food Prods., 1735 Margaret Avenue, Altoona, Pa.—Frozen foods
Golden Palace Food Products, Inc., 543 W. 59th St., New York 19, N. Y.—Shrimp rolls, frozen chow mein, egg, vegetable and lobster rolls
C. E. Grant, 616 East Washington, Indianapolis, Ind.—Frozen chicken
Hygrade Food Prods., 2811 Michigan Avenue, Detroit 16, Mich.—Frankfurters
Lazar Kosher Sausage Co., 5511 N. Kedzie Ave., Chicago 25, Ill.
Oscar Mayer Co., 910 Mayer Avenue, Madison, Wis.—Frankfurters, cold meats
Original Crispy Pizza Crust Co., 1852 Bronxdale Avenue, New York 62, N. Y.—Pizza pie
Smithfield Ham Prods. Co., Smithfield 8, Va.—"James River Brand" meat barbecues and sauces
Swift and Company, Union Stockyards, Chicago, Ill.—Frankfurters
Tolona Pizza Pie Prods., Inc., 401 S. Cicero Avenue, Chicago 44, Ill.—Pizza products
Virga's Pizza Crust Co., Inc., 2236 Conner St., New York 66, N. Y.—Pizza ovens, supplies

FRUIT JUICE DRINKS

American Citrus Corporation, 333 North Michigan Avenue, Chicago, Ill.—Del juice vendor
California Fruit Chimes Company, 325 South Mission Drive, San Gabriel, Cal.
Green Spot, Inc., 1501 Beverly Boulevard, Los Angeles, Cal.—Orange juice concentrate and automatic dispensers
Hamilton Beach Company, Division of Scovill Manufacturing Company, Racine, Wis.—Fresh fruit juice drinks
Juice Bar Sales Corporation, 12 East 44th Street, New York—Juice dispenser
Metal Products Company, 1135 Third Street, Oakland, Cal.—Can juice vendor
Snivel Vending and Sales Company, Winter Haven, Fla.—Cup juice vendor
Sunkist Growers, Inc., 707 West Fifth Street, Los Angeles 13, Cal.

GUM

American Chicle Company, Thompson Avenue, Long Island City, N. Y.
Beech-Nut Packing, 10 East 40th Street, New York, N. Y.
Bowman Gum, Inc., 4865 Stenton Avenue, Philadelphia, Pa.
Frank H. Fleer Corporation, 10th and Somerville, Philadelphia, Pa.
Leaf Brands, Inc., 115 North Cicero, Chicago, Ill.
William Wrigley, Jr. Company, 410 North Michigan Avenue, Chicago, Ill.—Package gum

ICE CREAM MANUFACTURERS, EQUIPMENT, VENDORS

Afco, Inc., 432 Alandale Avenue, Los Angeles, Cal.—Ice cream vendor
Artic Vendor Sales Corporation, Appleton, Wis.—Ice cream vendor
Atlas Tool and Manufacturing Company, 5147 Natural Bridge Avenue, St. Louis, Mo.—Ice cream vendors
Badger Vending Machine Company, 710 North Plankington, Milwaukee, Wis.—Cup ice cream vendor
BALLY CASE & COOLER, INC., Bally, Penna.—Ice cream display cases
Beatrice Foods, 120 South LaSalle Street, Chicago, Ill.—Ice cream, milk, butter
The Borden Company, 350 Madison Avenue, New York—Ice cream
Craig Machine Company, Danvers, Mass.—Ice cream vendor
Emery Thompson Machine and Supply Company, 1349 Inwood Avenue, New York 52, N. Y.—Ice cream and custard machine
Freeze King Corporation, 2518 West Montrose Avenue, Chicago, Ill.—Ice cream custard machine
Frosti-Server, 1833 Pacific Highway, San Diego, Cal.—Ice cream vendor
General Equipment Sales Company, 814 South West Street, Indianapolis, Ind.—Ice cream and custard machine, Sani-Serv self ice cream freezer
Fred Hebel Corp., Addison, Ill.—Automatic coin ice cream vendor
Joe Lowe, Inc., 621 West 26th Street, New York—"Frozen On-a-Stick Confection"
Mills Industries, Inc., 4100 Fullerton Avenue, Chicago 39, Ill.—Freezers
Multiple Products Company, 5210 Bonita, Dallas 6, Tex.—Snow Cone machine
National Market Equip. Co., 25531 De Quindre, Royal Oak, Mich.—Ice cream freezers and novelty cases
Port Morris Machine and Tool Company, 208 East 135th Street, New York—Soft ice cream and custard machine
Superdisplay, Inc., 1324 West Wisconsin Avenue, Milwaukee, Wis.—"Coldisplay" ice cream merchandiser
Sweden Freezer Manufacturing Company, Department F-13-PR, Seattle, Wash.—Ice cream and frozen custard fountain freezer
Swift and Company, Union Stockyards, Chicago, Ill.—Ice cream
Tekni-Craft, Rockton, Ill.—Ice cream and custard machine
West Coast Sheet Metal Works, 935 Venice Boulevard, Los Angeles, Cal.—Self-Service ice cream merchandiser

POPCORN

American Popcorn Company, Sioux City, Iowa—Raw popcorn
Blevins Popcorn Company, P. O. Box 278, Nashville 2, Tenn.
Central Popcorn Company, Schaller, Iowa—Popcorn
Albert Dickenson Co., 2750 West 35th St., Chicago, Ill.
J. A. McCarty Seed Company, 526 Northwest 4th St., Evansville, Ind.
Manley, Inc., 1920 Wyandotte, Kansas City, Mo.
National Oats Co., Cedar Rapids, Iowa.
'Pop' Corn Sez Company, 429-35 South 61st St., Philadelphia 43, Pa.
Poppers Supply Co., 1211 North Second St., Philadelphia, Pa.
Wyandotte Popcorn Co., Marion, Ohio
Y and Y Popcorn Supply Co., 256 North 13th St., Philadelphia, Pa.

POPCORN EQUIPMENT

Automatic Products Company, 1270 Ave. of Americas, New York, N. Y.—Butter dispenser
Bonanza, Inc., 2980 West Pico Blvd., Los Angeles, Cal.—Popcorn vending machines
C. Cretors and Company, 630 West Cermak Rd., Chicago, Ill.—Popcorn equipment, butter dispenser
Dairy Service Company, 100 East Main St., Menomonee, Wis.—Butter dispenser
DMC Corporation, States Distributors, 1624 Harmon Place, Minneapolis, Minn.—Popcorn machines, automatic
G. H. R. Enterprises, Inc., 12017½ Vose St., North, Hollywood, Cal.—Viscount, Viking popcorn machines
Hollywood Servemaster Co., 114 West 184 St., Kansas City 8, Mo.—Popcorn warmer
Manley, Inc., 1920 Wyandotte St., Kansas City, Mo.—Vending equipment and popcorn machines and supplies
NATIONAL THEATRE SUPPLY COMPANY, Tarrytown, New York—Popcorn equipment and supplies
Phenix Food Company, 460 East Illinois Ave., Chicago, Ill.
Savoral Co., Popcorn Bldg., Nashville, Tenn.—Seasoning
Star Manufacturing Co., 6300 St. Louis Ave., St. Louis, Mo.—Popcorn machines, food equipment.
Supurdisplay, Inc., Wisconsin Tower Bldg., Milwaukee, Wis.—Butter dispenser
West Coast Sheet Metal Works, 935 Venice Blvd., Los Angeles, Cal.—Butter dispenser

POPCORN SEASONING

Best Foods, Inc., 1 East 42nd Street, New York
Capital City Products, West First and Perry, Columbus, O.
Cargill, Inc., 200 Grain Exchange, Minneapolis, Minn.
E. F. Drew and Company, Inc., New York 10, N. Y.—Tastee-Pop coconut oil bar seasoning
C. F. SIMONIN AND SONS, Belgrade and Tioga Streets, Philadelphia, Pa.—Popsit Plus, Seazo oils
Server Sales, Inc., Main Street, Menomonee Falls, Wis.

PORTABLE VENDING EQUIPMENT

Atlas Body Corporation, 4150 East Thompson Street, Philadelphia, Pa.—ABC Vendomobile, steamer grill for hot dogs, heat popcorn, insulated section for ice cream.

DMC Corporation, distributed by All States Distributors, Inc., 1624 Harmon Place, Minneapolis, Minn.—"Pop Corn Shop" automatic popcorn machine
Drive-In Theatre Manufacturing Company, 729 Baltimore Avenue, Kansas City 6, Ma.—Portable vending carts
Walky Service Company, Schweiter building, Wichita, Kans.

CONCESSION TRAILERS

Armaur and Company, Fresh and Smoked Sausage Dept., Chicaga, Ill.
THE COCA-COLA COMPANY, trailers available from local distributors
Canada Dry Ginger Ale, Inc., 100 Park Ave., N. Y.
Dad's Root Beer Company, 2800-3400 N. Talman Ave., Chicago, Ill.
DR. PEPPER FOUNTAIN DIVISION, P. O. Box 5086, Dallas, Tex.
Flavo-Rite Foods Company, 643 Brook Ave., Bronx 55, N. Y.
Frozen Farm Products Ca., 1735 Margaret Ave., Altoona, Pa.
Charles E. Hires Co., 206 S. 24th St., Philadelphia, Pa.
Mickelberry Food Products, 43rd and State Line, Kansas City, Kans.
NATIONAL SCREEN SERVICE, 1600 Broadway, New York
PEPSI-COLA COMPANY, available from local distributors
ROYAL CROWN COLA COMPANY, 10th & 9th Ave., Columbus, Ga.
Silver Skillet Brands, P. O. Box 216, Skokie, Ill.
Smithfield Ham and Products Ca., Smithfield, Va.
Superdisplay, Inc., 2100 Wisconsin Tower Bldg., Milwaukee 3, Wis.

VENDING MACHINES (CANDY)

Belvend Company, 122 South Michigan Avenue, Chicago, Ill.
DuGrenier, Arthur H., Inc., 15 Hale Street, Haverhill, Mass.
Mills Automatic Merchandising Company, 21-30 44th Road, Long Island City, N. Y.—Vending machine manufacturing
Mills Industries, 4100 Fullerton Avenue, Chicago, Ill.
National Vendors, Inc., 5055 Natural Bridge Road, St. Louis, Mo.
Rawe Manufacturing Co., Inc., 31 E. 17th St., New York, N. Y.
Stoner Manufacturing Company, 328 Gale Street, Aurora, Ill.

MISCELLANEOUS

American Automatic Ice Machine Co., 1638 Park Ave., Faribault, Minn.
DCA Industries, 45 W. 36 St., NYC, N. Y.—Doughnut machines
S. T. ECHOLS, INC., Box 612, Bismarck, Mo.—Snow cones
GLENCO REFRIGERATION CORP., Janney & Ann Sts., Phila., Pa.—Refrigerators-freezers
Gold Medal Prods., 1851 Freeman Ave., Cinn. 14, Ohio—Snow cones, cotton candy, caramel corn, popcorn equip. & supplies
Hollywood Servemaster, 114 W. 18th St., Kansas City 8, Mo.—Roto-Grille hot dog machines, Roto-Grille chili warmer
Marlan Company, 500 W. Cermak Rd., Chicago 16, Ill.—Slush Master Freezer.
Scotsman, Queen Products Division, 22 Front Street, Albert Lea, Minn. Ice moking machines
Sno-Master, 124 Hopkins Place, Baltimore 1, Md.—Sno-cone, snoball machine
Speed Scoop, 109 Thornton Avenue, San Francisco 24, Cal.—Popcorn scoop
Tyson-Caffey, 8 Briar Road, Wayne, Pa.—Carry-aut beverage tray

---

Theatre Equipment Manufacturers

AIR CONDITIONING DIFFUSERS

Air Devices Co., 17 E. 42nd St., New York 17, N. Y.
Anemostat Corp. of America, Scranton, Pa.
Tuttle and Bailey Co., Carbin Ave., New Britain, Cann.

AIR CONDITIONING EQUIPMENT

Altan Manufacturing Co., 1112 Ross Ave., Dallas, Texas
American Blower Corp., 8100 Tireman Blvd., Detroit, Mich.
Baker Refrigeration Corp., Amer. Wheelobrotor Co., Michawaka, Ind.
Chrysler Corp., Airtemp div., 119 Lee St., Dayton 1, O.
Curtis Air Conditioning Co., 1905 Kienlen Ave., St. Louis, Mo.
General Motors Corp., Frigidaire commercial and air cond. div., 300 Taylor St., Dayton 1, O.
Ready Power Co., 11233 Freud Ave., Detroit, Mich-
Trane Co., 206 Cameran Ave., La Crosse, Wis.
Typhoon Air Conditioning Co., Inc., 505 Carroll St., Brooklyn 15, N. Y.
Westinghouse Electric Corp., Sturtevant div., 306 6th Ave., Pittsburgh 30, Pa.
Worthington Pump and Machine Corp., Corbondale div., Harrison, N. J.

AIR PURIFICATION

Air Purification Service, 82 Plane St., Newark, N. J.
Connor, W. B. Engineering Corp., 114 E. 32nd St., New York 16, N. Y.
Refresh-Aire Ozanizer Co., 382 Lafayette St., New York 5, N. Y.
Supreme Air Flter Co., 126 W. 21st St., New York 10, N. Y.

AMPLIFIERS

Altec-Lansing Corp., 9356 Santa Monica Blvd., Beverly Hills, Colif.
Ampex Corp., 934 Charter St., Redwood City, Calif.
Ampro Corp., 2839 N. Western Ave., Chicago 18, Ill.
BALLANTYNE INSTRUMENTS & ELECTRONICS CO., INC., 1712 Jackson St., Omaha 2, Neb.
CENTURY PROJECTOR CORP., 729 7th Ave., New York, N. Y.
Motiograph, Inc., 4431 W. Lake St., Chicago 24, Ill.
NATIONAL THEATRE SUPPLY, Tarrytown, N. Y.
Radia Corp. of America, RCA Victor Div., Camden, N. J.
Trimm Radio Mfg. Co., 1770 W. Berteau Ave., Chicago, Ill.
Wenzel Projector Co., 2505-19 S. State St., Chicago 16, Ill.
WESTREX CORP., 540 W. 58 St., New York, N. Y.

BOOKKEEPING SYSTEMS

JAY EMANUEL PUBLICATIONS, INC., 317 N. Broad St., Philaedlphia 7, Pa.

BOXOFFICES

Lobby Display Frame Co., 549 W. 52nd St., New York 19, N. Y.
Pablocki, Ben B. and Sons Co., 2159 S. Kinnickinnic Ave., Milwaukee 7, Wis.

BOXOFFICE EQUIPMENT

Abbott Coin Counter Co., 143rd St. and Wales Ave., New York, N. Y.
Adair, R. H. Co., 6926 W. Roosevelt Road, Oak Park, Ill.
Argus Mfg. Co., 1134 Kilbourne Ave., Chicago, Ill.
Associated Ticket and Register Co., Inc., 346 W. 44th St., New York 18, N. Y.
Bahn, L. Co., 123 W. Canton St., Boston 18, Mass.
BALLANTYNE INSTRUMENTS & ELECTRONICS, 1712 Jackson St., Omaha 2, Nebraska.
Berezny Engineering & Mfg., 4208 Avalon Blvd., Los Angeles 11, Calif.
Blackstone Coin Packer Co., 344 Dayton St., Madison 1, Wis.
Brandt Automatic Cashier Co., Watertown, Wis.
Coinometer Corp., 1223 S. Wabash, Chicago, Ill.
Drive-In Theatre Mfg. Co., div. of Dit-Mco, Inc., 505 W. 9th St., Kansas City, Mo.
GENERAL REGISTER CO., 745 5th Ave., New York, N. Y.
GOLDBERG BROS., 3500 Walnut St., Denver 1, Colo.
GoldE Mfg. Co., Heiland div., Denver, Colo.
Johnson Fare Box Co., 4619 Ravenwood Ave., Chicago 40, Ill.
K-Hill Signal Co., 326 W. 3rd St., Uhrichsville, Ohio.
Lamolite Corp., 682 6th Ave., New York 10, N. Y.
PEREY TURNSTILE CO., INC., 101 Park Ave., New York 17, N. Y.
Rayal Metal Mfg. Co., 17 N. Michigan Blvd., Chicago 1, Ill.
Taller and Cooper, Inc., 75 Front St., Brooklyn 7, N. Y.

BROOMS AND BRUSHES

(See JANITOR SUPPLIES)

CARBONS

CARBONS, INC., Boonton, N. J.
Electro Carbons, 940 W. Belmont St., Chicago, Ill.
NATIONAL CARBON div. of Union Carbide, 270 Park Ave., N. Y. 17, N. Y.
Ringsdorff Carbon Co., 15 W. 44th St., New York, N. Y.

CARBON SAVERS

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., INC., 1712 Jackson St., Omaha, Neb.
Cali Products Corp., 3719 Marjorie Way, Sacramento, Calif.
Droll Theatre Supply, 317 S. Sangamon, Chicago.
Hanover Carbon Ca., 4035 Spruce St., Philadelphio 4, Pa.
Hal I. Huff Manufacturing Co., 659 W. Jefferson, Los Angeles 7, Calif.
Payne Products Co., 2451 W. Stadium Blvd., Ann Arbor, Mich.
Edw. H. Wolk, 1261 S. Wabash, Chicago 5, Ill.

CARPETS

Bigelow-Sanford Carpet Co., Inc., 140 Madison Ave., New York 16, N. Y.
Crest Assoc., 630 Ninth Ave., New York, N. Y.
Firth, Inc., 295 5th Ave., New York, N. Y.
Hardwick and Magee, 295 5th Ave., New York, N. Y.
Karagheusian, A. and M. Co., Inc., 295 5th Ave., New York 16, N. Y.
Klearflax Linen Looms, Inc., 63rd and Grand, Duluth, Minn.
Leedam, Thomas L. Co., Bristol, Pa.
Lees, James and Sons Co., Bridgeport, Pa.
Lomax Carpet Mills, Jasper and Orleans St., Philadelphia 34, Pa.
Mohawk Carpet Mills, Inc., 295 5th Ave., New York 16, N. Y.
Philadelphia Carpet Co., Allegheny Ave., at C St., Philadelphio, Pa.
Shelton Looms, 1 Park Ave., New York, N. Y.
Smith, Alexander and Sons Carpet Co., 295 5th Ave., New York 16, N. Y.

CARPET PADDING

American Hair & Felt Co., Merchandise Mart, Chicago, Ill.
U. S. Rubber Co., 1230 6th Ave., New York, N. Y.
Sponge Rubber Co., Sheldon, Conn.

CARPET-UPHOLSTERY CLEANING PRODUCTS

Artloom Carpet Co. (Chemical Products div.), Allegheny and Howard, Philadelphia 33, Pa.
Brever Electric Mfg. Co., 5100 N. Ravenswood Rd., Chicago 40, Ill.
Glamorene, Inc., 10 E. 44th St., New York, N. Y.
Hild Floor Machine Co., 740 W. Washington, Chicago, Ill.
KINNER PRODUCTS CO., 13325 E. Broad St., Pataskala, O.

CHAIRS

AMERICAN DESK CO., Dallas, Tex.
AMERICAN SEATING CO., 9th and Broadway, Grand Rapids 2, Mich.
Griggs Equipment Co., 209 Beale St., Box 630 Belton, Tex.
HEYWOOD-WAKEFIELD CO., Gardner, Mass.
Ideal Seating Co., 519 Ann St., N. W., Grand Rapids, Mich.
Irwin Seating Co., 1480 Buchanan Ave., S. E. Grand Rapids, Mich.
MASSEY SEATING CO., 100 Taylor St., Nashville, Tenn.
Peabody Seating Co., North Manchester, Ind.

CHAIR CUSHIONS

American Texteel Co., Bellefontaine, O.
Dunlop Rubber Co., Sheridan Drive and Riverside Rd., Station B. Buffalo 7, N. Y.
Firestone Tire and Rubber Co., 1200 Firestone Parkway, Akron 17, O.
Hewitt-Robins, Inc., 240 Kensington Ave., Buffalo 5, N. Y.
MASSEY SEATING CO., 100 Taylor St., Nashville, Tenn.
Sponge Rubber Products Co., Howe Street, Shelton, Conn.
U. S. Rubber Co., mech. rubber goods div., 1230 Ave. of Americas, New York 20, N. Y.

CHAIR REPAIR SERVICE

American Texteel Co., Bellefontaine, O.
MASSEY SEATING CO., 100 Taylor St., Nashville, Tenn.

CHAIR UPHOLSTERING FABRICS

American Texteel Co., Bellefontaine, O.
Apex Coated Fabrics Co., Inc., 12 E. 22nd St., New York 10, N. Y.
Asher and Boretz, Inc., 900 Broadway, New York 3, N. Y.
Athol Mfg. Co., 120 E. 41st St., New York 17, N. Y.
Bolta Products Sls., Inc., 151 Canal St., Lawrence, Mass.
Celanese Corp. of America, plastic div., 80 Madison Ave., New York 16, N. Y.
Chicopee Sales Corp., 40 Worth St., New York 13, N. Y.
Cotan Corp., 331 Oliver St., Newark, N. J.
DuPont, E. I. deNemours and Co., 350 5th Ave., New York 1, N. Y.
Firestone Rubber and Latex Products Co., Firestone Foamex div., Falls River, Mass.
Goodall Fabrics, Inc., 525 Madison Ave., New York 22, N. Y.
Goodrich, B. F. Co., 500 S. Main St., Akron, O.
Hoenigsberger, H. L., 149 N. Wacker Drive, Chicago 6, Ill.
Manko Fabrics Co., 49 W. 38 St., New York, N. Y.
Masland Duraleather Co., 3234-90 Amber St., Philadelphia 34, Pa.
MASSEY SEATING CO., 100 Taylor St., Nashville, Tenn.
Texileather Corp., 607 Madison Ave., Toledo 3, O.
Tufford Seat Covers, Inc., 140 West "B" St., San Diego 1, Calif.

U. S. Rubber Co., 1230 Ave. of Americas, New York 22, N. Y.

CHANGEOVERS

Essannay Electric Mfg. Co., 1438 N. Clark St., Chicago 10, Ill.
Weaver Mfg. Co., 1353 E. Firestone Blvd., Los Angeles 1, Calif.

COIN CHANGERS

Apco, Inc., 1740 Broadway, N. Y., N. Y.
National Rejectors, 5100 San Francisco Ave., St. Louis, Mo.
Vendo Co., 7400 E. 12 St., Kansas City 26, Mo.

COLOR WHEELS

Best Devices Co., 10516 Western Ave., Cleveland 11, O.
Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
Kliegl Bros., 321 W. 50th St., New York 19, N. Y.

CONDENSERS

Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
Fish-Schurman Corp., 230 E. 45th St., New York 17, N. Y.

CROWD CONTROL EQUIPMENT

Apex Bronze and Brass Works, Inc., 429 West Broadway, New York 12, N . Y.
LAWRENCE METAL PRODUCTS, INC., Lynbrook, L. I., N. Y.,
PEREY TURNSTILE CO., INC., 101 Park Ave., New York 17, N. Y.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.

CURTAIN CONTROLS AND TRACK

Automatic Devices Co., 2011 S. 12th St., Allentown, Pa.
Clancy, J. R., Inc., 1010 W. Belden Ave., Syracuse 4, N. Y.
Knoxville Scenic Studios, 609 Phillips Ave., Knoxville 4, Tenn.
NOVELTY SCENIC STUDIOS, INC., 432 E. 91st St., New York 28, N. Y.
Vallen, Inc., 225 Bluff St., Akron 4, O.
Weaver Mfg. Co., 1353 E. Firestone Blvd., Los Angeles 1, Calif.

DECORATIONS

Bil-Art Studios, Inc., 548 W. 53rd St., New York 19, N. Y.
Brodsky, David E. Assoc., 242 N. 13th St., Philadelphia 7, Pa.
Dazians, Inc., 142 W. 44th St., New York, N. Y.
F & Y Building Service, 329 E. Town St., Columbia, Ohio
Frankel Assoc., 218 West 47th St., New York 19, N. Y.
Great Western Stage Equip. Co., Inc., 1324-26 Grand Ave., Kansas City, Mo.
Griewe, Inc., 2426-32 Reading Rd., Cincinnati, O.
Grosh, R. L. and Sons Scenic Studios, 4114 Sunset Blvd., Hollywood 27, Calif.
Knoxville Scenic Studios, 609 Phillips Ave., Knoxville 4, Tenn.
Maharam Fabric Corp., 130 W. 46th St., New York 19. N. Y.
Manko Fabrics, 49 W. 38 St., New York, N. Y.
Marsh Wall Products, Inc., 5082 Main St., Dover, O.
Metropolitan Scenic Studios, Inc., 1611 Davenport St., Omaha, Neb.
H. R. Mitchell, Inc., Hartselle, Ala.
Mosaic Tile Co., The, Zanesville, O.
Northwest Scenic Studios, 607 Marshall St., N. E. Minneapolis, Minn.
NOVELTY SCENIC STUDIOS, INC., 426-432 E. 91st St., New York 28, N. Y.
Paramount Decorating Co., Inc., 311 N. 13th St., Philadelphia 7, Pa.
Premier Studios, 414 W. 45th St., New York 19, N. Y.
Rambusch Decorating Co., 2 W. 45th St., New York 19, N. Y.
Rau Studios, Inc., 104 W. 42nd St., New York, N. Y.
Riseman, William, Assoc., 162 Newbury St., Boston, Mass.
Teichert, Hanns R. Studios, 1311 N. Wells St., Chicago, Ill.
Weiss, I and Sons., Inc., 445 W. 45th St., New York 19, N. Y.

DIMMER EQUIPMENT

(See SWITCHBOARD)

DISPLAY AD MATERIALS

FEPCO THEATRE ADVERTISERS, Box 795, Omaha, Neb.
NATIONAL SCREEN SERVICE, 1600 Broadway, New York, N. Y.

DISPLAY FRAMES

Bevelite, Inc., 3626 11th Ave., Los Angeles, Calif.
Champion Metal Moulding Corp., 234 E. 151 St., New York 51, N. Y.
Lobby Display Frame Corp., 549 N. 52nd St., New York 19, N. Y.
Peoples Display & Frame Co., 1515 W. Olympic Blvd., Montabello, Calif.
Poblocki, Ben B. and Sons Co., 2159 S. Kinnickinnic Ave., Milwaukee 7, Wis.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Romar Vide Co., Chetek, Wisconsin
Sioux Metal Products Co., P. O. Box 430, Bedford, O.
Stanley Displays, Inc., 442 W. 42nd St., New York 18, N. Y.
West Coast Sheet Metal Works, 935 Venice Blvd., Los Angeles, Calif.

DOORS AND DOOR HARDWARE

Bloomfield Mfg. Co., Inc., Bloomfield, Ind.
Kawneer Co., 2510 Front St., Niles, Mich.
LAWRENCE METAL PRODUCTS, INC., 434 Broadway, New York 13, N. Y.
Norton Door Closer Co., div., Yale and Towne Mfg. Co., Chicago 18, Ill.
Norton Laiser Co., Inc., 466 W. Superior St., Chicago, Ill.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Rixon Mfg. Co., 4450 W. Carroll Ave., Chicago, Ill.
Stanley Works, 111 Elm St., New Britian, Conn.
Universal Corp., 6710 Denton Drive, Dallas 9, Texas
Vonnegut Hardware Co., 402 West Maryland St., Indianapolis 4, Ind.
West Coast Sheet Metal Works, 935 Venice Blvd., Los Angeles, Calif.
Yale and Towne Mfg. Co., Stamford div., 200 Henry St., Stamford, Conn.

DRAPERY AND WALL COVERINGS

(See DECORATION)

DRINKING FOUNTAINS

Ebco Mfg. Co., 401 W. Town St., Columbus, O.
General Motors Corp., Frigidaire, commercial and air cond. div., 300 Taylor St., Dayton 1, O.
Pure Filter Corp., of America, 440 Lafayette St., New York 3, N. Y.
Sunroc Refrigeration Co., Glen Riddle, Pa.
Voigt Co., 1649 N. Broad St., Philadelphia 2, Pa.
Westinghouse Electric Corp., 983 Page Blvd., East Springfield, Mass.

EMERGENCY LIGHTING

Carpenter Mfg. Co., 2 Bradley St., Summerville, Mass.
Electric Storage Battery Co., 41 S. 15th St., Phila. 2, Pa.
Fairbanks Morse and Co., 600 S. Michigan Ave., Chicago 5, Ill.
Lamplighter Products Co., 95 Atlantic Ave., Brooklyn, N. Y.
Onan, D. W. Sons Co., 43 Royalston Ave., Minneapolis, Minn.
Ready Power Co., 11233 Freud Ave., Detroit, Mich.
Square D Co., 6060 Rivaud St., Detroit 11, Mich.
U-C Lite Co., 1050 Hubbard St., Chicago, Ill.

ESCALATORS

The Peelle Co., 47 Stewart Ave., Brooklyn, N. Y.

EXTERMINATOR SUPPLIES AND SERVICES

American Processing Co., 720 Euclid Ave., Cleveland, O.
Brulin & Co., 2939 Columbia Ave., Indianapolis, Ind.
Chemical Insecticide Corp., 57 13th St., Brooklyn 15, N. Y.
Fuld Bros. 702 S. Wolfe St., Baltimore 31, Md.
Sani-Toil Labs, 121 Main St., Joplin, Mo.
West Disinfecting Co., 42-16 West Street, Long Island City, N. Y.

FILM CASES AND CABINETS

All-Steel Equipment Co., Inc., 741 Griffith Ave., Aurora, Ill.
Chicago Metal Mfg. Co., 3724 S. Rockwell St., Chicago 32, Ill.
GOLDBERG BROS., 3500 Walnut St., Denver 1, Colo.
GoldE Mfg. Co., Heiland div., Denver, Colo.
Hawthorne Mfg. Co., 2930 37th Ave., S. Minneapolis, Minn.
Neumade Products Corp., 250 W. 57th St., New York 19, N. Y.

FIRE EXTINGUISHERS

American LaFrance-Foamite Corp., 100 E. LaFrance St., Elmira, N. Y.
Bostwick Laboratories, 706 Bostwick Ave., Bridgeport, Conn.
Buffalo Fire Appliance Corp., 290 Main St., Buffalo 2, N. Y.
General Detroit Corp., 2270 E. Jefferson Ave., Detroit 7, Mich.
Pyrene Mfg. Co., 560 Belmont Ave., Newark, N. J.
Snyder, M. L. and Son, Jasper and York Sts., Philadelphia 25, Pa.

FIRE HOSE

Buffalo Fire Appliance Corp., 290 Main St., Buffalo 2, N. Y.
General Detroit Corp., 2770 E. Jefferson Ave., Detroit 7, Mich.

FIREPROOFING

Albi Mfg. Co., Inc., 29 Bartholomew Ave., Hartford 6, Conn.

FIRE SHUTTERS

Best Devices Co., 10516 Western Ave., Cleveland 11, O.
Trumbull Electric Mfg. Co., 41 Woodford Ave., Plainville, Conn.

FIREWORKS

Liberty Fireworks Co., P. O. Box 683, Danville, Ill.

FLOORING MATERIALS

Armstrong Cork Co., 1240 State St., Lancaster, Pa.
Congoleum-Nairn, Inc., 195 Belgrove Drive, Kearny, N. J.
Freemont Rubber Co., 115 McPherson Hwy., Fremont, O.
Goodyear Tire and Rubber Co., Inc., flooring div., 600 W. 58th St., New York 19, N. Y.
Homasote Co., Fernwood Rd., Trenton 3, N. J.
Hood Rubber Co., div., B. F. Goodrich Co., Watertown, Mass.
Mosaic Tile Co., Zanesville, Ohio
National Terrazzo and Mosaic Assn., 1420 New York Ave., N. W., Washington 5, D. C.
Sloane-Blabon Corp., 295 5th Ave., New York 16, N. Y.
Taylor Mfg. Co., 3056 W. Meinecke St., Milwaukee, Wis.
Tile-Tex Co., Inc., 1232 McKinley St., Chicago Heights, Ill.

FLUORESCENT PAINT AND LIGHTING

Black Light Products Co., 47 E. Lake St., Chicago 1, Ill.
Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
General Electric Co., 1285 Boston Ave., Bridgeport 2, Conn.
General Luminescent Corp., 638 S. Federal St., Chicago, Ill.
Guth Bros., 2615 Washington Blvd., St. Louis 3, Mo.
Strobite Co., 75 W. 45th St., New York 36, N. Y.
Switzer Bros., 4732 St. Clair Ave., Cleveland, O.

FRONTS

Formica Insulation Co., 4654 Spring Grove Ave., Cincinnati 32, O.
Kawneer Co., 2510 Front St., Niles, Mich.
Poblocki, Ben B. Sons and Co., 2159 S. Kinnickinnic Ave., Milwaukee 7, Wis.
Reliance Art Metal Co., 601 McMicken St., Cincinnati, O.
Seaporcel Porcelain Metals, Inc., 28-30 Borden Ave., Long Island City 1, N. Y.
Toledo Porcelain Products Co., 2275 Smead Ave., Toledo, O.

FURNITURE

HEYWOOD-WAKEFIELD CO., Gardner, Mass.
Royal Metal Mfg. Co., 517 N. Michigan Blvd., Chicago 1, Ill.

GLASS, STRUCTURAL

Libby-Owens-Ford Glass Co., 1021 Nicholas Bldg., Toledo 3, O.
Owens-Illinois Glass Co., Ohio Bldg., Toledo, O.
Pittsburgh-Corning Corp., Grant Bldg., Pittsburgh 22, Pa.

HAND DRYERS

American Dryer Corp., 1324 Locust St., Philadelphia, Pa.
Chicago Hardware Foundry Co., Sani-Dri div., 2500 N. Commonwealth Ave., Chicago, Ill.
Electric-Aire Engineering Corp., 209 W. Jackson Blvd., Chicago, Ill.

HAND RAILS

(See CROWD CONTROL EQUIPMENT)

HEARING AIDS

Dictograph Products Co., Inc., 580 5th Ave., New York 19, N. Y.
Sonotone Corp., Saw Mill River Rd., Elmsford, N. Y.
Telesonic Theatrephone Corp., Times Square Bldg., New York 18, N. Y.
Trimm Radio Mfg. Co., 1770 W. Berteau Ave., Chicago, Ill.
Western Electric Co., 195 Broadway, New York 7, N. Y.
Zenith Radio Corp., 6001 Dickens St., Chicago 39, Ill.

HEATING SYSTEMS

American Foundry and Furnace Co., Washington and McClun, Bloomington, Ill.
American Radiator and Standard Sanitary Corp., 40 W. 40th St., New York 18, N. Y.
Grinnell Co., Inc., 260 W. Exchange St., Providence, R. I.
Petroleum Heat and Power Co., Southfield Ave., Stamford, Conn.
Skinner Heating and Ventilating Co., Inc., 1948-60 N. 9th St., St. Louis, Mo.
U. S. Radiator Co., 535 Griswold St., Detroit, Mich.

INSULATION, ACOUSTICAL THERMAL

Aetna Plywood and Veneer, 1741 Elston Ave., Chicago 22, Ill.
Alfol Insulation Co., Chrysler Bldg., New York, N. Y.
Armstrong Cork Co., 1240 State St., Lancaster, Pa.
Celotex Corp., 120 S. LaSalle St., Chicago 3, Ill.
Certain-Teed Products Corp., Ardmore, Pa.
Formica Insulation Co., 4654 Spring Grove Ave., Cinn. 32, Ohio
Hall, C. R. and Sons, 516 5th Ave., New York, N. Y.
Homasote Co., Fernwood Ave., Trenton 3, N. J.
Insulite Co., 1100 Builders Exchange Bldg., Minneapolis, Minn.
Johns-Manville Corp., 22 E. 40th St., N. Y. C. 16, N. Y.
Keasbey and Mattison Co., Ambler, Pa.
Kelly Island Lime and Transport Co., Leader Bldg., Cleveland, O.
Kimberly-Clark Corp., Neenah, Wis.
Marsh Wall Prods. Co., 4682 Main, Dover, Ohio
National Gypsium Co., 325 Delaware St., Buffalo 2, N. Y.
Owens-Corning Fiberglass Co., 2033 Nicholas Bldg., Toledo 1, O.
PermaStone Co., 719 Hudson St., Columbus, Ohio
Pittsburgh-Corning Corp., Grant Bldg., Pittsburgh 22, Pa.
Sprayed Insulation Co., Inc., 56-58 Crittenden St., Newark, N. J.
U. S. Gypsum Co., 300 W. Adams St., Chicago, Ill.
U. S. Plywood Corp., 55 W. 44th St., New York 18, N. Y.
U. S. Rock Wool Co., 40 S. Main, Salt Lake City 1, Utah
Universal Zonolite Insulation Co., 135 S. LaSalle St., Chicago 3, Ill.
Wood Conversion Co., 1st National Bldg., St. Paul 1, Minn.

INTERCOMMUNICATION SYSTEMS

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omoha 2, Neb.
Drive-in Theatre Mfg. Co., 505 W. 9th St., Kansas City, Mo.
EPRAD, 1206 Cherry St., Toledo, O.
Motiograph, Inc., Servus-Fone div. (Electronic Car Hop), 4922 W. Grand Ave., Chicago 38, Ill.
NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.
R. W. Neill Co., 1811 Caroll Ave., Chicago 12, Ill.
NORTH AMERICAN PHILIPS (Norelco), 100 E. 42nd St., N. Y., N. Y.
Operadio Mfg. Co., St. Charles, Ill.
WESTREX CORP., 540 W. 58 St., New York 19, N. Y.

JANITOR SUPPLIES

Afta Solvents Corp., 470 W. 128th St., New York 27, N. Y.
Artloom Carpet Co., (Chemical Products div.), Allegheny and Howard, Phila. 33, Pa.
Breuer Electric Mfg. Co., 5148 N. Ravenswood Ave., Chicago 40, Ill.
Fuld Bros., 702 S. Wolfe St., Baltimore 31, Md.
Fuller Brush Co., The, Main St., Hartford, Conn.
GOLDBERG BROS., 3500 Walnut St., Denver 1, Colo.
Holcomb, J. I. Mfg. Co., 1601 Barth Ave., Indianapolis, Ind.
Horn, A. C. Co., 43-36 Tenth St., Long Island City 1, N. Y.
Hospital Specialty Co., The, 1991 E. 66th St., Cleveland 3, O.
KINNER PRODUCTS CO., 13325 E. Broad St. Patas-kala, O.
Melro Enterprises, Cramer Road, Poughkeepsie, N. Y.
Mortan Salt Co., 310 S. Michigan Ave., Chicago 4, Ill.

Sanitex Co., 14182 Meyers Rd., Detroit 27, Mich.
Straubel Paper Co., Green Bay, Wis.
U. S. Sanitary Specialties Co., 435 S. Western Ave., Chicago 12, Ill.
West Disinfecting Co., 52-16 West St., Long Island City, N. Y.

LADDERS

Chesbro-Whitman Co., Inc., 38-21 12th St., Long Island City 1, N. Y.
Dayton-Harker Co., 2337 Gilbert Ave., Cincinnati 6, O.
R. D. Werner Co., 295 5th Ave., New York, N. Y.

LAMPS, INCANDESCENT OR FLUORESCENT

Century Lighting Inc., 521 W. 43rd St., New York, N. Y.
General Electric Co., lamp div., Nela Park, Cleveland 13, Ohio
Kliegl Bros. Universal Electric Stage Lighting Co., 321 W. 50th St., New York 19, N. Y.
Radiant Lamp Corp., 300 Jeliff Ave, Newark 8, N. J.
Sheldon Electric Co., Inc., 76 Coit St., Irvington, N. J.
Sylvania Electric Products, Inc., 500 5th Ave., New York 18, N. Y.
Westinghouse Electric Corp., lighting div., Edgewater Park, Cleveland, O.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Sioux Metal Products Co., P. O. Box 430, Bedford, O.

LENSES

American Optical Co., 19 Doat St., Buffalo 11, N. Y.
Bausch and Lomb Optical Co., 635 St. Paul St., Rochester 2, N. Y.
Bell & Howell Co., 7100 McCormick, Chicago, Ill.
General Scientific Corp., 5151 W. 65th St., Chicago 38, Ill.
Ilex Optical Co., 690 Portland St., Rochester 5, N. Y.
KOLLMORGEN OPTICAL CORP., 347 King St., Northampton, Mass.
Pacific Optical Corp., 5965 W. 98th St., Los Angeles, Calif.
Projection Optics Co., Inc., 330 Lyell Ave., Rochester 6, N. Y.
Radiant Mfg. Corp., 2627 W. Roosevelt Rd., Chicago 8, Ill.
United Artists Theatres, 233 W. 49th St., N. Y. 19, N. Y. Dimension 150 lenses.
Wollensak Optical Mfg. Co., 350 Hudson Ave., Rochester, N. Y.
Zenith Optical Co., Huntington, W. Va.

LIGHTING

Allbrite Electric Co., 3917 Kedzie Ave., N. Chicago, Ill.
Bleck, M., Mfg. Co., 300 N 3rd St., Philadelphia 6, Pa.
Brightlight Reflector Co., Fairfield Ave., and State St., Bridgeport 5, Conn.
Capitol Stage Lighting Co., 527 W. 45th St., New York 19, N. Y.
Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
J. H. Channon Co., 1455 Hubbard, Chicago, Ill.
Clancy, J. R. Inc., 1010 Belden Ave., Syracuse 4, N. Y.
Curtis Lighting, Inc., 6135 W. 65th St., Chicago 38, Ill.
Cutler-Hammer, Inc., 315 N. 12th St., Milwaukee 1, Wis.
General Electric Co., lamp div., Nela Park, Cleveland 13, O.
General Luminescent Corp., 638 S. Federal St., Chicago, Ill.
GoldE Manufacturing Co., Heiland div., Denver, Colo.
Grimes Manufacturing Co., Urbana, O.
Guth Bros., 2615 Washington Blvd., St. Louis 3, Mo.
Hub Electric Co., 2225 Grand Ave., Chicago 12, Ill.
Jewell Products Co., 266 Glenwood Ave., Bloomfield, N. J.
Kliegl Bros., Universal Electric Stage Lighting Co., 321 W. 50th St., New York 19, N. Y.
Major Equipment Co., 4603 Fullerton Ave., Chicago 39, Ill.
Mitchell, Hubert, Industries, Inc., Hartsell, Ala.
Revere Electric Manufacturing Co., 6009 N. Broadway, Chicago 4, Ill.
Reynolds Electric Co., 2650 W. Congress St., Chicago 12, Ill.
Spare Electric Corp., 18222 Lanken, Cleveland 19, O.
Sperti, Inc., Norwood Station, Cincinnati 12, O.
Summerour and Devine, Inc., 115 W. 17th St., Kansas City 8, Mo.
Taito, Ltd., 39 E. 50th St., New York, N. Y.
Tiffin Scientific Studios, Tiffin, O.
Voigt Co., 1649 N. Broad St., Philadelphia 22, Pa.
Westinghouse Electric Corp., lamp div., Bloomfield, N. J.
Westinghouse Electric Corp., lighting div., Edgewater Park, Cleveland, O.
Winston, Charles J. and Co., Inc., 2 W. 47th St., New York, N. Y.

LOBBY HARDWARE

Altschul, A. H. Co., 9-11 White St., New York 13, N. Y.
Apex Brass and Bronze Works, Inc., 42 West Broadway, New York 12, N. Y.
Art in Metal Co., 511 Manhattan Ave., Brooklyn 22, N. Y.
Compco Corp., 2257 W. St. Paul Ave., Chicago 47, Ill.
LAWRENCE METAL PRODUCTS, INC., Lynwood, L. I., N. Y.
Lawson, F. H. Co., Evans and Whateley Sts., Cincinnati 4, O.

MAGAZINES

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha 2, Neb.
CENTURY PROJECTOR, 729 Seventh Ave., New York, N. Y.
Cinematic Corp., 122 Washington St., Bloomfield, N. J.
GOLDBERG BROS., 3500 Walnut St., Denver, Colo.
GoldE Mfg. Co., Heiland div., Denver, Colo.
NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.
Natural Vision Corp., 1710 N. LaBrea, Hollywood 46, Calif.
Radio Corporation of America, RCA Victor Div., Theatre Equip. Sales, Camden, N. J.
Strobl Dodge, P. O. Box 24, Cincinnati 30, O.
Edw. H. Wolk, 1241 S. Wabash, Chicago, Ill.
Wenzel Projector, 2505 S. State, Chicago, Ill.

MATS, RUBBER

Altschul, A. H. Co., 9-11 White St., New York 13, N. Y.
AMERICAN MAT CORP., 2018 Adams St., Toledo 2, O.
American Tile and Rubber Co., Perrine Ave., Trenton, N. J.
Crest Assoc., 630 Ninth Ave., New York, N. Y.
Durable Mat Co., 2926 16th St., S. W., Seattle, Wash.
Fremont Rubber Co., 115 McPherson Hwy., Fremont, O.
Goodyear Tire & Rubber Co., flooring div., 600 W. 58th St., New York 19, N. Y.
Musson, R. C. Rubber Co., 10 S. College Ave., Akron, O.
National Mat Co., 72 Kingsley St., Buffalo, N. Y.
U. S. Rubber Co., mech. rubber goods div., 1230 Ave. of Americas, New York 20, N. Y.

MIRRORS

Carvarts, Inc., 7025 Santa Monica Blvd., Hollywood 38, Calif.
Pittsburgh Plate Glass Co., 632 Duquesne Way, Pittsburgh 19, Pa.

MOTOR GENERATORS

Automatic Devices Co., 114 North 8th Street, Allentown, Pa.
BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha 2, Neb.
Hertner Electric Co., 12690 Elmwood Ave., Cleveland 11, Ohio
Imperial Electric Co., 84 Ira Ave., Akron, O.
Motiograph Inc., 4922 W. Grand Ave., Chicago 39, Ill.
Robin J. E., Inc., 267 Rhode Island Ave., East Orange, N. J.

ORNAMENTAL METAL WORK

Architectural Bronze Studios, Inc., 2600 S. 10th St., St. Louis, Mo.
Artcraft Ornamental Iron Co., 724 E. Hudson St., Columbus, O.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.

PAINT

NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.
Pabco Products, Inc., 475 Brannan St., San Francisco 19, Calif.
Spatz Paint Industries, Inc., 5237 Manchester St., St. Louis 10, Mo.
Tnemec Co., Inc., 124 W. 23rd Ave., Kansas City, Mo.

PLUMBING FIXTURES

American Radiator and Standard Sanitary Corp., 40 W. 40th St., New York 18, N. Y.
Bradley Washfountain Co., 2203 W. Michigan St., Milwaukee 1, Wis.
Crane Co., 836 S. Michigan Blvd., Chicago 1, Ill.
Kohler Co., Kohler, Wis.
Safeway Sanitation Co., 75 Argyle Rd., Eggertsville 21, N. Y.
Sexauer, J. A. Mfg. Co., Inc., 2503-5 3rd Ave., New York 5, N. Y.
Sperzel Sanitary Seat Co., 123 14th Ave., S. Minneapolis, Minn.
Standard Art, Marble and Tile Co., 117 "D" Street N. W., Washington, D. C.

PRE-FAB FRONTS

(See FRONTS)

PREMIUM DISTRIBUTORS

Hecht Mfg. & Premium Co., 184 Merrick Rd., Merrick, L. I., New York
Metro Premium, 334 W. 44th St., New York, N. Y.
Price Theatre Premiums, 352 W. 44th St., New York, N. Y.
Shure, N. and Co., 200 W. Adams St., Chicago 6, Ill.
West Bend Aluminum Co., West Bend, Wis.

PROJECTION LAMPS

ASHCRAFT C. S. MFG. CO., 3632 38th St., Long Island City 1, N. Y.
BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha 2, Neb.
Cine Electronics, 225 E. 46th St., New York, N. Y.
Motiograph, Inc., 4431 W. Lake St., Chicago 24, Ill.
NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.
NORTH AMERICAN PHILIPS (Norelco), 100 E. 42nd St., New York, N. Y.
STRONG ELECTRIC CORP., 87 City Park Ave., Toledo, O.
WESTREX CORP., 540 W. 58th St., New York 19, N. Y.
XETRON PRODUCTS div. Carbons, Inc., Boonton, N. J.

PROJECTOR INTERLOCKS

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha 2, Neb.
CENTURY PROJECTOR, 729 7th Ave., New York, N. Y.
Motiograph, Inc., 4922 W. Grand Ave., Chicago 39, Ill.
Natural Vision Corp., 1710 N. LaBrea, Hollywood, Calif.

PROJECTOR PARTS

LA VEZZI MACHINE WORKS, 4635 West Lake St., Chicago 66, Ill.

PROJECTORS, 35mm

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha 2, Neb.
CENTURY PROJECTOR CORP., 729 7th Ave., New York 19, N. Y.

GENERAL PRECISION LABS, Pleasantville, N. Y.
Motiograph, Inc., 4922 W. Grand Ave., Chicago 39, Ill.
NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.
NORTH AMERICAN PHILIPS, Norelco projectors, 100 E. 42 St., N. Y., N. Y.
PHILIPS PROJECTOR CO., Eindhoven, Netherlands.
Paromel Electronics Corp., 2048 W. North Ave., Chicago 47, Ill.
Weber Machine Corp., 59 Rutter St., Rochester 6, N. Y.
Wenzel Projector Co., 2505-19 S. State St., Chicago 16, Ill.
WESTREX CORP., 540 W. 58th St., New York 19, N. Y.

PROJECTORS, 70mm

CENTURY PROJECTOR CORP., 729 7th Ave., New York 19, N. Y.
CINEMECCANICA OF MILAN—Distributor: CINEMATOGRAPH INTERNATIONAL, 341 W. 44th St., New York 36, N. Y.
NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.
NORTH AMERICAN PHILIPS, Norelco projectors, 100 E. 42 St., N. Y., N. Y.
PHILIPS PROJECTOR COMPANY, Eindhoven, Netherlands.

PROJECTORS, 16mm

Ampro Corp., 2835 N. Western Ave., Chicago 18, Ill.
Bell and Howell Company, 7183 McCormick Rd., Chicago, Ill.
Camera Equipment Co., 315 W. 43rd St., New York, N. Y.
EASTMAN KODAK CO., 343 State St., Rochester 4, N. Y.
NORTH AMERICAN PHILIPS, Norelco Projectors, 100 E. 42 St., New York, N. Y.
DeVry Corp., 1111 Armitage Ave., Chicago, Ill.
PHILIPS PROJECTORS CO., Eindhoven, Netherlands.
Radio Corp. of America, RCA Victor div., Theatre Equip. Sales, Camden, N. J.
Victor Animatograph Corp., Davenport Bank Bldg., Davenport, Ia.

RECTIFIERS

ASHCRAFT, C. S. MFG. CO., 3632 38th St., Long Island City 1, N. Y.
BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha 2, Neb.
Continental Electric Co. (Rectifier Tubes), 715 Hamilton St., Geneva, Ill.
Forest-Harrison, Inc., 122 Washington St., Bloomfield, N. J.
Carver Electric Co., 327 Carter St., Union City, Ind.
Gordos Corp., (Rectifier Tubes), 250 Glenwood Ave., Bloomfield, N. J.
KNEISLEY ELECTRIC CO., 2501 La Grange, Toledo 3, O.
Mallory, P. R. and Co., Inc., 3029 E. Washington St., Indianapolis 6, Ind.
Motiograph, Inc., 4431 W. Lake St., Chicago 34, Ill.
NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.
Radio Corp. of America, RCA Victor div., Theatre Equip. Sales, Camden, N. J.
J. E. Robin, 267 Rhode Island Ave., E. Orange, N. J.
STRONG ELECTRIC CORP., 87 City Park Ave., Toledo, Ohio.

REEL-END ALARMS

American Theatre Supply Company, Inc., 2300 First Avenue, Seattle 1, Wash.

REELS AND REWINDS

General Devices & Eng. Co., 1147 N. McCadden Place, Hollywood 38, Calif.
GOLDBERG BROS., 3500 Walnut St., Denver 1, Colo.
GoldE Mfg. Co., Heiland div., Denver, Colo.
Griswold Machine Works, Port Jefferson, N. Y.
umade Prods. Co., 250 W. 57th St., New York 19, N. Y.
Weaver, Fred Co., 1639 E. 102nd St., Los Angeles 2, Calif.
Wenzel Projector, 2505 S. State St., Chicago 16, Ill.

REFLECTORS

Bausch and Lomb Optical Co., 625 St. Paul St., Rochester, N. Y.
Fish-Schurman Corp., 230 E. 45th St., New York 17, N. Y.
HEYER-SCHULTZ INC., Cedar Grave, New Jersey
NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.
STRONG ELECTRIC CORP., 87 City Park Ave., Toledo, Ohio.

SAFES

Ballam, Thomas F. Co., 1206 7th Ave., N., St. Petersburg, Fla.
Chicago Metal Mfg. Co., 3724 S. Rockwell St., Chicago 32, Ill.
Hawthorne Mfg. Co., 2930 37th Ave., S. Minneapolis, Minn.
Mosler Safe Co., 320 5th Ave., New York City 1, N. Y.

SANITARY SUPPLIES AND EQUIPMENT

(See JANITOR SUPPLIES)

SCREENS

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha 2, Neb.
Bodde Screen Co., 829 Venice Blvd., Los Angeles 34, Calif.
Carpenter, L. E. & Co. (Vicra-Lite div.), Wharton, N. J.
HURLEY SCREEN CO., 96-17 Northern Blvd., Corona, L. I., New York
NATIONAL THEATRE SUPPLY CO., Tarrytown, N . Y.
Radiant Mfg. Corp., 2627 W. Roosevelt Rd., Chicago 8, Ill.
B. F. Shearer Co., 2318 Second Ave., Seattle 1, Wash.
TECHNIKOTE CORP., 63 Seabring St., Brooklyn 31, N. Y.
Trans-Lux Corp., 625 Madison Avenue, New York, N. Y.
WALKER-AMERICAN CORP., 2665 Delmar Blvd., St. Louis 6, Mo.
Williams Screen Co., 1620 Summit Lane Blvd., Akron, O.

SCREEN FRAMES

Artcraft Strauss Sign Co., 830 12th Ave., N. Y. 19, N. Y.
BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha 2, Neb.
R. H. Mitchell & Co., Hartselle, Ala.
Drive-In Theatre Mfg. Co., 505 W. 9th St., Kansas City, Mo.
Hollywood Curvescope Frame Co., 2311 Foshay Towers, Minneapolis 2, Minn.
Knoxville Scenic Studios, 609 Phillips Ave., Knoxville 4, Tenn.
Nick Mulone and Son, Cheswick, Pa.
SELBY INDUSTRIES, 1350 Ghent Hills Rd., Akron 13, O.
TECHNIKOTE CORP., 63 Seabring St., Brooklyn 31, N. Y.
Unistrut Products Co., 1013 W. Washington Blvd., Chicago 7, Ill.

SIGNS, ADMISSION

(See BOXOFFICE EQUIPMENT)

SIGNS, DIRECTIONAL AND EXIT

American Metalcraft Corp., 1009 S. 8th St., St. Joseph, Mo.
Ardley, 1010 Castle Hall Ave., New York 72, N. Y.
Bahn, L. Co., 123 W. Canton St., Boston 18, Mass.
BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha 2, Neb.
Beach Co., Coshocton, O.
Bevelite, Inc., 3626 11th Ave., Los Angeles, Calif.
Century Lighting Inc., 521 W. 43rd St., New York, N. Y.
Drive-In Theatre Mfg. Co., div of Dit-Mco, Inc., 505 W. 9th St., Kansas City 5, Mo.
Federal Electric Co., 8700 S. State St., Chicago 19, Ill.
Ingram-Richardson Mfg. Co., 32nd St., Beaver Falls, Pa.
Kliegl Bros. 321 W. 50th St., New York 19, N. Y.
Rem-Lite, Inc., 878 Broadway, New York 3, N. Y.
Revere Electric Mfg. Co., 6009 N. Broadway, Chicago 4, Ill.
Sola Electric Co., 4613 W. 16th St., Cicero 50, Ill.
South Bend Neon Sign Co., 215 Garst St., South Bend 18, Ind.
Swanson-Nunn Electric Co., 8th and Oak St., Evansville, Ind.
Voigt Co., 1649 N. Broad St., Philadelphia 22, Pa.

SIGN LETTERS AND MARQUEES

ADLER SILOUETTE LETTER CO., 11843 West Olympic Blvd., Los Angeles 64, Calif.
Artcraft Strauss Sign Co., 830 12th Ave., New York, N. Y.
Associated T. & R. Co., 354 W. 44th St., New York 36, N. Y.
BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha 2, Neb.
Bevelite, Inc., 3626 11th Ave., Los Angeles, Calif.
Drive-In Theatre Mfg. Co., 505 W. 9th St., Kansas City, Mo.
Everbrite Electric Sign Co., 1440 N. 4th St., Milwaukee 12, Wisc.
Falk Glass Products Co., 5 Union Square, W. New York 3, N. Y.
Flexlume Sign Corp., 1464 Main St., Buffalo 9, N. Y.
Poblocki Bea B. and Sons Co., 2159 S Kinnickinnic Ave., Milwaukee 7, Wis.
Sign Animation Corp., 229 W. 42nd St., New York, N. Y.
Sioux Metal Products Co., P. O. Box 430, Bedford, O.
Swanson-Nunn Electric Co., 8th and Oak St., Evansville, Ind.
Triple-S Supply Co., 206 First St., San Francisco, Calif.
WAGNER SIGN SERVICE, INC., 218 S. Hoyne Ave., Chicago 12, Ill.

SOUND EQUIPMENT

Altec Lansing Corp., 1515 S. Manchester Ave., Anaheim, Calif.
Ampex Electric Corp., 934 Charter St., Redwood City, Calif.
BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha 2, Neb.
CENTURY PROJECTOR CORP., 729 7th Ave., New York 19, N. Y.
EPRAD, 1206 Cherry St., Toledo, O.
Hallen Corp., 122 Washington St., Bloomfield, N. J.
Jensen Radio Mfg. Co., 6601 S. Laramie Ave., Chicago 38, Ill.
Magnasyne Mfg. Co., 5517 Satsuma Ave., N. Hollywood, Calif.
Motiograph, Inc., 4922 W. Grand Ave., Chicago 39, Ill.
NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.
Natural Sound Corp., 1710 N. LaBrea, Hollywood 46, Calif.
NORTH AMERICAN PHILIPS CO. (NORELCO). 100 E. 42nd St., New York, N. Y.
Paromel Electronics Corp., 2048 W. North Ave., Chicago 47, Ill.
PHILIPS PROJECTOR COMPANY, Eidhoven Netherlands
Radio Corp. of America, RCA Victor div., Theatre Equip. Sales, Camden, N. J.
Wenzel Projector Co., 2505-19 S. State St., Chicago 16, Ill.
WESTREX CORP., 540 W. 58th St., New York, N. Y.

SOUND EQUIPMENT SERVICE

Altec Service Co., 222 Park Ave. South, New York 3, N. Y.
RCA SERVICE CO., Technical Prods Div., Camden 8, N. J.

SPEAKERS AND HORNS

(See SOUND EQUIPMENT)

SPOTLIGHTS

Century Lighting, Inc., 521 W. 43rd St., New York 19, N. Y.
Genarco, Inc., 97-04 Sutphin Blvd., Jamica 35, N. Y.
GoldE Mfg. Co., Heiland div., Denver, Colo.
Kliegl Bros., Universal Electric Stage Lighting Co., 321 W. 50th St., N. Y. 19, N. Y.
STRONG ELEC. CORP., 87 City Park Ave., Toledo, O.

STAGE HARDWARE

Automatic Devices Co., 2011 S. 12th St., Allentown, Pa.
J. R. Clancy, Inc., 1010 W. Belden Ave., Syracuse 4, N. Y.
Knoxville Scenic Studios, 609 Phillips Ave., Knoxville 4, Tenn.
NOVELTY SCENIC STUDIO, INC., 432 E. 91st St., New York 28, N. Y.
Vallen, Inc., 225 Bluff St., Akron 4, O.
Weiss, I. and Sons, Inc., 445 W. 45th St., New York 19, N. Y.

STAIR TREADS

AMERICAN MAT CORP., 2018 Adams St., Toledo 2, O.
Fremont Rubber Co., 115 McPherson Hwy., Fremont, O.
Perfo Mat and Rubber Co., 281 5th Ave., New York 16, N. Y.
Safe Tread Co., 30 Vesey St., New York 7, N. Y.
Sioux Metal Products Co., P. O. Box 430, Bedford, O.

SWITCHBOARDS

Adam, Frank Electric Co., 3650 Windsor Place, St. Louis, Mo.
Cutler-Hammer, Inc., 315 N. 12th St., Milwaukee 1, Wis.
Federal Pacific Electric Products Co., 50 Paris St., Newark, N. J.
General Radio Co., 275 Massachusetts Ave., Cambridge 39, Mass.
Kellogg Switchboard and Supply Co., 6650 S. Cicero St., Chicago 38, Ill.
Kliegl Bros., Universal Electric Stage Lighting Co., 321 W. 50th St., N. Y. 19, N. Y.
Knoxville Scenic Studios, 609 Phillips Ave., Knoxville 4, Tenn.
Major Equipment Co., 4603 Fullerton Ave., Chicago 39, Ill.
Mitchell, Hubert, Industries, Inc., Hartselle, Ala.
Square D Co., 6060 Rivaud St., Detroit 11, Mich.
Superior Electric Co., 83 Laurel St., Bristol, Conn.
Time-O-Matic Co., Danville, Ill.
Trumbull Electric Mfg. Co., 41 Woodford Ave., Plainville, Conn.
Ward Leonard Electric Co., 86 South St., Mt. Vernon, N. Y.

TICKET BOXES

GENERAL REGISTER CO., 36-20 33rd St., Long Island City, 1, N. Y.
GOLDBERG BROS., 3500 Walnut St., Denver 1, Colo.
GoldE Mfg. Co., Heiland div., Denver, Colo.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Theatre Control Corp., 319 Orleans St., Detroit 7, Mich.

THEATRE TELEVISION

DuMont, Allen B. Labs, Inc., Passaic, N. J.
Farnsworth Radio and Television Co., Standard Bldg., Fort Wayne 1, Ind.
National General Corp., 9570 Wilshire Blvd., Beverly Hills, Calif.
NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.
Radio Corp. of America, RCA Victor div., Theatre Equip. Sales, Camden, N. J.
Theatre Network Television, 575 Madison Ave., New York 22, N. Y.

TEMPERATURE CONTROLS

Barber-Colman Co., 1200 River Street, Rockford, Ill.
Johnson Service Co., 507 E. Michigan St., Milwaukee 2, Wis.
Minneapolis-Honeywell Regulator Co., 2747-53 4th Ave., S. Minneapolis 8, Minn.

TICKETS

Elliott Ticket Co., 409 Lafayette St., New York 3, N.Y.
Globe Ticket Co., 112 N. 12th St., Philadelphia, Pa.
International Ticket Co., 50 Grafton Ave., Newark 4, N. J.
Kelier Ansell Ticket Co., 723 7th Ave., New York 19, N. Y.
National Ticket Co., 201 Pearl St., Shamokin, Pa.
Toledo Ticket Co., 116 Erie St., Toledo, O.

TILE, STRUCTURAL AND ORNAMENTAL

American Encaustic Tiling Co., Inc., P. O. Box 271 Lansdale, Pa.
American Tile and Rubber Co., Perrine Ave., Trenton, N. J.
Arketec Ceramic Corp., Brazil, Ind.
Cambridge Tile Mfg. Co., P. O. Box 71, Station R, Lockland, Cincinnati 15, O.
Mosaic Tile Co., Zanesville, O.
National Fireproofing Corp., 202 E. Ohio St., Pittsburgh 12, Pa.
National Tile Co., 1200 E. 26th St., Anderson, Ind.
Standard Art, Marble and Tile Co., 117 "D" Street, N. W. Washington, D. C.
Tile-Tex Company, Inc., 1232 McKinley St., Chicago Heights, Ill.
U. S. Quarry Tile Co., 730 Renkert Bldg., Canton 2, Ohio.

TOILETROOM ACCESSORIES

(See PLUMBING FIXTURES)

TRAILERS, SLIDES

Filmack Trailer Co., 1327 S. Wabash Ave., Chicago, Ill.
NATIONAL SCREEN SERVICE CORP., 1600 Broadway, New York 19, N. Y.

TURNSTILES

PEREY TURNSTILE CO., Inc., 101 Park Ave., New York 17, N. Y.

UNIFORMS, SHIRTS, COLLARS

Angelica Uniform Co., 1427 Olive St., St. Louis 3, Mo.
S. Appel and Co., Inc., 740 Broadway, New York 3, N. Y.
Brooks Uniform Co., Inc., 75 West 45th St., New York, N. Y.
GIBSON LEE, INC. (Successors to Reversible Collar Co.), 95 Binney St., Cambridge 42, Mass.
Maier-Lavaty Co., 2141 Lincoln Ave., Chicago, Ill.
Troy Novelties Co., 5 Union St., Troy, N. Y.

VACUUM CLEANERS

Allen Billmyrae div., Lamson Corp., 425 Lamson St., Syracuse 1, N. Y.
Breuer Electric Mfg. Co., 5100 N. Ravenswood Ave., Chicago 40, Ill.
Eureka Vacuum Cleaner Co., Bloomington, Ill.
General Electric Co., Appliance and Mdse. Dept., Bridgeport, Conn.
Hild Floor Machine Co., 740 W. Washington Blvd., Chicago 6, Ill.
Hoover Co., 8 S. Michigan Ave., Chicago 3, Ill.
Ideal Industries, Inc., Sycamore, Ill.
Kent Co., Inc., 174 Canal St., Rome, N. Y.
Pullman Vacuum Cleaner Co., 33 Allerton St., Boston, Mass.
Multi-Clean Prods., 2277 Ford Pkwy., St. Paul 1, Minn.
National Super Service Co., 1946 N. 13th St., Toledo, Ohio.
Scott and Fetzer Co., The, 11401 Locust Ave., Cleveland 2, O.
Spencer Turbine Co., 486 Newark Ave., Hartford, Conn.
Westinghouse Electric Corp., 983 Page Blvd., E. Springfield, Mass.
Von Schrader Mfg. Co., 1600 Junction Ave., Racine, Wis.

VENTILATING SYSTEMS

(See AIR CONDITIONING)

WORK LIGHTS

Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
Kliegl Bros., Universal Electric Stage Lighting Co., 321 W. 50th St., N. Y. 19, N. Y.
Reliance Devices Co., 30 Irving Place, New York 3, N. Y.

DRIVE-IN GUIDE

ADMISSION SYSTEMS

EPRAD COMPANY, 1206 Cherry St., Toledo, O.
GENERAL REGISTER CORP., 745—5th Ave., New York 22, N. Y.
K-Hill Signal Co., Inc., 326 West 3rd St., Uhrichsville, O.
NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.
Palmer Engineering and Development Co., 2459 North Chico Ave., El Monte, Calif.
Taller and Cooper, Inc., 75 Front St., Brooklyn 1, N. Y.

ATTRACTION BOARD

ADLER SILHOUETTE LETTER CO., 11843 West Olympic Blvd., Los Angeles 64, Calif.
BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha 2, Neb.
Tiffin Art Metal Co., Tiffin, Ohio.
WAGNER SIGN SERVICE, INC., 218 South Hoyne, Chicago 12, Ill.

BEACON ATTRACTION LIGHTS

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha 2, Neb.
Drive-In Theatre Mfg. Co., Edwardsville, Kansas
Federal Sign & Signal Co., 8764 S. State St., Chicago 9, Ill.
Tripp Mfg. Co., 133 N. Jeffeffrson St., Chicago 6, Ill.

CABLE AND SPEAKER CORDS

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1707 Davenport St., Omaha, Neb.
Drive-In Theatre Mfg. Co., Edwardsville, Kansas
NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.
U. S. Steel Corp., Pittsburgh, Pa.
Western Insulated Wire Co., 1001 E. 62nd St., Los Angeles 1, Calif.
Wheeler Ins. Wire Co., 1118 E. Aurora St., Waterbury 20, Conn.
Whitney Blake Co., 1565 Dixwell Ave., New Haven, Conn.

DRIVE-IN THEATRE SEATING

AMERICAN SEATING CO., 9th & Broadway, Grand Rapids 2, Mich.
Griggs Equipment Co., 209 Beale St., Box 630, Belton, Texas.
HEYWOOD-WAKEFIELD CO., Gardner, Mass.
Ideal Seating Co., 519 Ann St., N. W., Grand Rapids, Mich.
MASSEY SEATING CO., 100 Taylor St., Nashville 8, Tenn.

FENCING

American Chain and Cable Co., Inc., Page Steel and Wire div., Bridgeport, Conn.
Anchor Post Fence Co., 6695 Eastern Ave., Baltimore 24, Md.
Habitant Fence Co., Bay City 21, Michigan.

IN-CAR HEATERS

Arvin Industries, Columbus, Ind.
Drive-In Theatre Mfg. Co., Edwardsville, Kansas
ELECTROMODE, 45 Crouch St., Rochester, N. Y.
EPRAD, 1206 Cherry St., Toledo, O.
Thermolater Co., 1628 Victory Blvd., Glendale, Calif.

IN-CAR SPEAKERS

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha 2, Neb.
CENTURY PROJECTOR CORP., 729 7th Ave., New York 19, N. Y.
Drive-In Theatre Mfg. Co., Edwardsville, Kansas
EPRAD, 1206 Cherry St., Toledo, O.
Minneapolis Speaker Co., 3806 Grand Ave. S., Minneapolis, Minn.
Motiograph, Inc., 4922 W. Grand Ave., Chicago 39, Ill.
NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.
Oxford Electric Co., 3911 S. Michigan, Chicago 5, Ill.
Permaflex Corp., 4900 W. Grand, Chicago, Ill.
Projected Sound, Plainfield, Ind.
United Speaker Co., 1263 3rd Ave., New Kensington, Pa.
WESTREX CORP., 540 W. 58 St., New York

INSECTICIDE FOGGING APPARATUS

Todd Shipyards Corp., Product div., Halleck St., Brooklyn 31, N. Y.

INSECTICIDES, REPELLENTS

Barrett Chemical Co., H & Luzerne Sts., Phila., Pa.
C. B. Doige Company, Westport, Conn.
Pic Corp., 481 Washington Ave., Newark, N. J.
Swingfog, Inc., 415 Lexington Ave., New York, N. Y.

LITTER EQUIPMENT

Litterlift, 202 N. Mahaffee, Olathe, Kan.
Mideast Sales, P. O. Box 62, Lockland, Ohio
Tarrant Manufacturing Co., 59 Lake St., Saratoga Springs, N. Y.

PLAYGROUND EQUIPMENT, RIDES

AMERICAN PLAYGROUND DEVICE CO., Anderson, Ind.
Burke, J. E., Co., Fond Du Lac, Wis.
Doepke Mfg. Co., Rossmoyne, O.
Herschell, Allen, Co., N. Tonawanda, N. Y.
Hills Playground Equip. Co., Grand Prairie, Texas
Game Time, Inc., Litchfield, Mich.
Jamison Mfg. Co., 8800 S. Mettler, Los Angeles, Calif.
King Amusement Co., Mt. Clemens, Mich.
MIRACLE EQUIP. CO., Grinnell, Iowa
Murdock Mfg. Co., 4056 Del Rey Ave., Venice, Calif.
NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.
Play Sculpture, 7 University Place, New York, N. Y.
Pressweld Inc., Sebring, Ohio

POOLS AND EQUIPMENT

American Playground Device Co., Anderson, Ind.
International Swimming Pool Corp., 290 Hall St., White Plains, N. Y.

PORTHOLE BLOWERS

Drive-In Theatre Mfg. Co., Edwardsville, Kansas

RAMP AND DIRECTIONAL SIGNS

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha 2, Neb.
Drive-In Theatre Mfg. Co., Edwardsville, Kansas
EPRAD, 1206 Cherry St., Toledo, O.
Federal Sign & Signal Co., 8764 S. State St., Chicago, Ill.
Motiograph, Inc., 4922 W. Grand Ave., Chicago 39, Ill.
NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.

SCREEN COATINGS

BALLANTYNE CO., 1712 Jackson St., Omaha 2, Neb.
Drive-In Theatre Mfg. Co., Edwardsville, Kansas
EPRAD, 1206 Cherry St., Toledo, O.
Plast X Plate, Berwyn, Pa.
Spatz Paint Industries, Inc., 5237 Manchester St., St. Louis 10, Mo.
TECHNIKOTE CORP., 63 Seabring St., Brooklyn 31, N. Y.
Tropical Paint & Varnish Co., 1246 W. 70th St., Cleveland 2, O.

SCREEN TOWERS, SCREENS

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha 2, Neb.
CAREW CORP., York, Penna.
Drive-In Theatre Mfg. Co., Edwardsville, Kansas
Elizabeth Iron Works, Green Lane, Elizabeth, N. J.
NATIONAL THEATRE SUPPLY CO., Tarrytown, N. Y.
Rilco Laminated Products, Inc., 332 Minnesota St., St. Paul 1, Minn.
SELBY INDUSTRIES, 1350 Ghent Hill Rd., Akron 13, O.
Timber Structures, Inc., P. O. Box 3782, Portland 8, Oregon
Tweedy Screen Corp., 5055 N.E. 6 St., Minneapolis 21, Minn.

SPEAKER POST (DRIVE-IN)

Drive-In Theatre Mfg. Co., Edwardsville, Kansas
Sonken-Galamba, Inc., Riverview at Second St., Kansas City 18, Kansas

SPEAKER REPAIR

BALLANTYNE INSTRUMENTS & ELECTRONICS CO., 1712 Jackson St., Omaha 2, Neb.
Drive-In Theatre Mfg. Co., Edwardsville, Kansas
Motiograph, Inc., 4922 W. Grand Ave., Chicago 39, Ill.
Sound Crafters, 232 Crown Ave., Scranton, Pa.
WESTERN ELECTRONIC CO., 3311 Houston Ave., Houston, Tex.

Theatre Supply Dealers of the United States

Comprehensive Listing of Names, Addresses, Personnel, Products, and the Areas Served

ALABAMA

THE QUEEN FEATURE SERVICE, INC., 1912½ Morris Ave., Birmingham 3, Telephone: 205-252-8665. PERSONNEL—Manager: Miss Vivian Harwell. Salesmen: William H. McKenzie, R. L. Tyler. AREA SERVED—Alabama, Tennessee, Mississippi, Georgia, Northern Florida.

ARIZONA

ARIZONA FILM SUPPLY COMPANY, 33 W. Congress St., Tucson. Telephone: 26272. PERSONNEL—Nick Diamos, George N. Diamos, George O. Diamos. AREA SERVED—Arizona.

ARKANSAS

ARKANSAS THEATRE SUPPLY, 1015 Division St., North Little Rock. Telephone: FR 2-2632—(Emergency Night) SK 3-2067. PERSONNEL—Owner: H. E. Wortsmith. Manager; Mrs. Kathryn Butler. AREA SERVED—Arkansas, Tennessee, Mississippi, Missouri.

CALIFORNIA

MIDSTATE THEATRE SUPPLY, 1906 Thomas, Fresno. Telephone: ADams 3-2455. PERSONNEL—Owner and manager: Paul Wallace. AREA SERVED—Central California.

Editor's Comment

While efforts are made by mailings and telephone to achieve a high degree of accuracy and uniformity in the following theatre supply dealer entries, it is impossible in a yearly publication to guarantee 100 per cent correctness. With the assistance of most of the larger concerns with branch offices in the U. S. and overseas, we can supply up-to-the-minute information on most outlets.

Where the dealers themselves do not confirm, revise, or otherwise alter information in these FREE listings, we indicate that the previous name, address, etc. is being run by an asterisk (*). Readers and dealers are encouraged to notify the editor of any additions or corrections necessary.

JOHN P. FILBERT COMPANY, INC., 2007 S. Vermont Ave., Los Angeles 7. Telephone: REpublic 4-1195. PERSONNEL—President: J. E. Miller. Vice-President: Spero L. Kontos. Secretary-Treasurer: John P. Filbert, Jr. Office Manager: Ida K. Marshall. Sales Engineer: Manford E. Pickrell.

NATIONAL THEATRE SUPPLY COMPANY, 1961 S. Vermont Ave., Los Angeles 7. Telephone: REpublic 1-4193. PERSONNEL—Vice President: L. C. Ownbey. Manager: G. J. Hessick. Salesmen: W. Collins, Sam Aspaas, Cal Tyler, S. Lay. Service Man: J. Denney. Shipper: W. Decuir. AREA SERVED—Southern California, Arizona, Nevada.

PEMBREX THEATRE SUPPLY CORPORATION, 1969 S. Vermont Ave., Los Angeles 7. Telephone: REpublic 1-3111—(Emergency Night) PO 4-7147, TOpaz 2-3412. PERSONNEL—President and General Manager: Louis M. Wutke. AREA SERVED—Southern California, Arizona, and Nevada.

B. F. SHEARER COMPANY, 1964 S. Vermont Ave., Los Angeles 7. Telephone: REpublic 3-1145—(Night) EXbrook 5-7577, AXminster 1-3576. PERSONNEL—Manager: Barclay W. Ardell. Salesmen: Ed Budd, F. T. Lay. Engineer: Henry Grussing. AREA SERVED—Southern California, Arizona, Southern Nevada.

GLENN E. KOROPP CO., 2731 B aynard Way, Sacramento 25, Calif. Telephone: IVanhoe 9-0941. PERSONNEL—Glenn E. Koropp, Virginia E. Koropp. Products Sold—In-A-Car Speakers, Junction Boxes, Supplies & Parts.

NATIONAL THEATRE SUPPLY COMPANY, 255 Golden Gate Ave., San Francisco 2. Telephone: MArket 1-4171. PERSONNEL—Manager: R. H. Woelfl. Salesmen: J. C. Dalk. Shipper: Al Rinehart. AREA SERVED—Northern California, Nevada, Southern Oregon, Washington, Alaska.

S.O.S. PHOTO-CINE-OPTICS, 6331 Hollywood Blvd., Hollywood 28.

B. F. SHEARER COMPANY OF CALIFORNIA, 243 Golden Gate Ave., San Francisco 2. Telephone: UNderhill 1-1816. PERSONNEL—Manager: R. A. Brobeck. Salesman: Wesley Rosenthal. AREA SERVED—Northern California, Nevada, Southern Oregon, Hawaii.

WESTERN THEATRICAL EQUIPMENT COMPANY, 168 Golden Gate Ave., San Francisco 2. Telephone: PRospect 6-1251. PERSONNEL—General Manager: James R. Barry; Robert Bemis. AREA SERVED—California, Nevada.

COLORADO

NATIONAL THEATRE SUPPLY COMPANY, 2111 Champa St., Denver 5. Telephones: 825-0201—(Emergency Night) SKyline 6-8573. PERSONNEL—Manager: J. B. Stone. Assistant Manager: J. R. Lutz. Salesmen: Morton Dyksterhuis, C. H. Lyman, R. J. Miller, Jim Cowhick. Service Men: Aaron McDaniel. Shippers: Clarence Clausen, John Youngquist. AREA SERVED—Colorado, New Mexico, Wyoming, Western Nebraska, Eastern Montana, Black Hills of South Dakota, Utah, Idaho, and Nevada.

SERVICE THEATRE SUPPLY COMPANY, 2054 Broadway, Denver 2. Telephone: 255-1597—(Emergency-Night) 429-7156. PERSONNEL—President: Ted Knox. Secretary and Treasurer: Elsie Knox. AREA SERVED—Denver Film Territory.

WESTERN SERVICE & SUPPLY, INC., 2071 Broadway, Denver 5. Telephones: 534-7611—936-4360. PERSONNEL—President & Gen'l Mgr: R. K. Tankersley, Sec-Treas: Susan Tankersley. Office Secretary: Elaine Horvath. Office Sales: Don R. Gallagher, T. C. Costain. AREA SERVED—Colorado, Wyoming, Western Nebraska, Western South Dakota, Montana, New Mexico.

CONNECTICUT

NATIONAL THEATRE SUPPLY COMPANY, 80 Valley Rd. PERSONNEL—Resident Salesman. AREA SERVED—Connecticut.

DISTRICT OF COLUMBIA

BEN LUST THEATRE SUPPLY COMPANY, 1005 New Jersey Ave., N.W., Washington 1. Telephone: NAtional 8-5376-7. Owner and Manager: Irwin Lust. AREA SERVED—District of Columbia, Maryland, West Virginia, Virginia.

R & S THEATRE SUPPLY COMPANY, 1013 New Jersey Ave., N.W., Washington 1. Telephones: 783-8938—(Emergency Night) WOodley 6-8128. EMerson 3-5686. PERSONNEL—Samuel N. Wheeler, Ross S. Wheeler. AREA SERVED—Virginia, Maryland, Delaware, District of Columbia.

FLORIDA

*F. E. VAN HOESEN CO., INC., 1001 N. E. 82nd Terrace, Miami 38, Fla. Products Sold: Heywood Wakefield seats, sole distributor. AREA SERVED—Florida.

JOE HORNSTEIN, INC., 273 W. Flagler St., Miami. Telephones: FRanklin 4-7596—(Emergency Night)—MOhawk 7-7424. PERSONNEL—Manager: Hal Hornstein. Counter Man: E. Gilliam. Sales Engineers: O. C. Taylor. AREA SERVED—Southern States.

GEORGIA

*DIXIE THEATRE SERVICE AND SUPPLY COMPANY, 1010 N. Slappey Drive, Albany. Telephones: HE 2-2846—(Emergency Night) HE 2-2317. PERSONNEL—President and General Manager: J. O. McClung. Vice-President: L. W. McClung. Engineer: W. C. McClung. Service: Buddy McClung. Sales: C. T. Arn. AREA SERVED—Georgia, Alabama, Florida, Tennessee.

CAPITAL CITY SUPPLY COMPANY, INC., 161 Walton St., N.W., Atlanta 3. Telephones: JA 1-1244—(Emergency Night) CE 3-6885; TR 2-4493. PERSONNEL—President and Manager: O. J. Howell. Vice-President in Charge of Sales: Lewis Haits. Sec. & Treas.: Donald G. Howell. AREA SERVED—Georgia, Tennessee, Alabama, part of Florida.

NATIONAL THEATRE SUPPLY COMPANY, 187 Walton St., N.W., Atlanta 3. Telephone: 524-8486. PERSONNEL—Manager: Bill Toney. Salesmen: Wm. Allison, C. F. Davis Jr., C. Thigpen, Service Man: C. Harris. AREA SERVED—Georgia, Florida, Alabama, Tennessee.

WIL-KIN THEATRE SUPPLY, INC., General Offices: 301 North Ave., N.E., Atlanta 8. Sales Branch: 229 S. Church St., Charlotte, N. C. Telephone: EDison 3-6101, 150 Walton St., N.W., Atlanta 3, Ga. Telephone: JAckson 2-4613. PERSONNEL—General Manager: E. H. Geissler. General Sales Manager: C. W. Fortson. AREA SERVED—Alabama, Florida, Georgia, Tennessee.

RHODES SOUND AND PROJECTION SERVICE, 218 E. 56th St., Savannah. Telephones: AD-3-8788—(if no answer) AD 3-1174. PERSONNEL—President: Irma F. Rhodes. Engineer and Manager: E. L. Rhodes. AREA SERVED—Georgia, Southeast South Carolina, Northern Florida.

HAWAII

*CONSOLIDATED AMUSEMENT COMPANY, LTD., 1120 Bethel St., Honolulu 11. Telephone: 63571, Merchandise Department. PERSONNEL—T. A. McKee. AREA SERVED—Hawaiian Islands.

THEATRICAL EQUIPMENT AND SUPPLY COMPANY, LTD., 1055 Alakea St., Honolulu 13. Telephone: 576351. PERSONNEL—President and General Manager: Ray Jackson. Products Sold: Complete Theatre Equipment and Supplies. AREA SERVED—South Pacific.

ILLINOIS

ABBOTT THEATRE EQUIPMENT COMPANY, INC., 1311 S. Wabash Ave., Chicago 5. Telephones: HArrison 7-7573-74-75-76. PERSONNEL — President: Harold Abbott, Treasurer: Eleanore Abbott. Secretary and General Manager: Erwin J. Peterson. Office Manager: Elaine Korose. Counter and Shipping: Patrick Coyle. AREA SERVED—Illinois, Northern Indiana.

MOVIE SUPPLY COMPANY, INC., P. O. Box 72, Morton Grove, Ill. WAREHOUSE: 3000 N. Pulaski Rd., Chicago. Telephone: SPring 7-1898. Products Sold: National Carbons, Ashcraft lamps, Wenzel projectors, EPRAD D-I Equipment. AREA SERVED—Entire U. S.

AN-LEE, INC., ELECTROCARBONS, 940 W. Belmont Ave., Chicago. Telephone: DI 8-3575. PERSONNEL—President: Lee Artoe; Vice Pres., Wm. Rankin. Products Sold: Roman Mirio Carbons, Lee Artoe De Luxe replacement parts, speakers, reflectors, Xenon lamphouse, lenses, screens, booth supplies.

NATIONAL THEATRE SUPPLY COMPANY, 1325 S. Wabash Ave., Chicago 5. Telephone: WAbash 2-8266. PERSONNEL—Manager: E. C. Novak. Salesman; J. L. West. Shipper: D. Chatman. AREA SERVED—Northern Illinois, Northern Indiana.

INDIANA

GER-BAR, INC., 442 N. Illinois St., Indianapolis 4. Telephone: MElrose 4-1727. PERSONNEL—B. Hopkins, M. Hopkins, S. Goddard, R. Greene, J. Greene.

NATIONAL THEATRE SUPPLY COMPANY, 408 N. Illinois St., Indianapolis 4. Telephone: MElrose 4-4517—(Emergency Night) OLfford 5-5825, WAlnut 6-6490. PERSONNEL—Manager: B. N. Peterson. Office Manager: N. Geraghty. Shipper: M. Kramer. AREA SERVED—Indiana, Kentucky.

PROJECTION EQUIPMENT COMPANY, Union City. Telephone: 964-5181. PERSONNEL—Geo. Wenger, Joel Wenger. Products Sold: 16 & 35mm equipment, controlled reader.

IOWA

DES MOINES THEATRE SUPPLY COMPANY, 1121-23 High St., Des Moines 9, Telephone: CH 3-6520. PERSONNEL—Owner and Manager: A. E. Thiele. Salesman: H. N. Suttan. AREA SERVED—Iowa.

KANSAS

*SOUTHWEST THEATRE EQUIPMENT COMPANY, 118½ W. Douglas Ave., P. O. Box 2138, Wichita 1. Telephone: AM 2-2153. PERSONNEL—Owner and Manager: C. D. Peck. Projection Maintenance: J. O. Buckles. AREA SERVED—Kansas, Missouri, Oklahoma, Arkansas, Texas, New Mexico.

KENTUCKY

FALLS CITY THEATRE EQUIPMENT COMPANY, 427-29 S. 3rd St., Louisville 2. Telephone: JUniper 4-7559, JUniper 3-3186. PERSONNEL—Owners: W. E. Carrell, II, J. Raymond Mattingly. Salesmen: Charles B. Wells, Jr., Dallas Freeman. Counter Man: Harry Woodson. Service Engineer: Earl Bottorff. AREA SERVED—Kentucky, Southern Indiana, Southern Ohio, Northern Tennessee.

HADDEN THEATRE SUPPLY COMPANY, 1206 Bardstown Rd., Louisville 4. Telephones: 458-5434—(Emergency Night) GLendale 2-2153. PERSONNEL—Owner: J. Stoner Hadden. Office Manager: Henry J. Uphaus. Service Department: Gene Mitchom. AREA SERVED—Kentucky, Southern Indiana, and Southern Ohio.

LOUISIANA

HODGES THEATRE SUPPLY CO., INC., 2927 Jackson Avenue, New Orleans 25. Telephones: 524-8356—(Emergency Night) 729-5083, 949-6840. PERSONNEL—Manager: Mel Gadel. Salesman: Joe Bertucci, C. A. Achee, Jr. Sound Engineer: H. J. Bellam. AREA SERVED—Louisiana, Southern Mississippi, Southern Alabama, Northern Florida.

NATIONAL THEATRE SUPPLY COMPANY, 601 St. Charles St., New Orleans. Telephone: 524-4891. PERSONNEL—Manager: T. W. Neely. Shipper: P. Carusa, Jr. AREA SERVED—Louisiana, Alabama, Florida, Mississippi.

ALON BOYD, P. O. Box 362, Shreveport. Telephone: 422-6612. AREA SERVED—Louisiana, Mississippi, Southwest Alabama.

MARYLAND

J. F. DUSMAN COMPANY, 12 East 25th St., Baltimore 18. Telephones: BElmont 5-2747-48—(Emergency Night) CLifton 4-0757. PERSONNEL—Manager: Henry C. Dusman. Salesman: Jack Dusman. Service: Clay Langlotz. AREA SERVED—Maryland, District of Columbia, Virginia, Penna.

NATIONAL THEATRE SUPPLY COMPANY, 417 St. Paul Place, Baltimore 2. Telephones: MUlberry 5-8266-67. PERSONNEL—Manager: H. C. Atkinson. Service Man: L. P. Sieber. Counter Clerk: E. L. Exler. Shipping Clerk: L. Gough. AREA SERVED—Maryland, District of Columbia, Virginia.

MASSACHUSETTS

CAPITOL THEATRE SUPPLY COMPANY, 28 Piedmont St., Boston 16. Telephones: LIberty 2-6797—(Emergency Night) OXford 8-6855, FAirview 3-3192. PERSONNEL—President: Frank M. Gray. Vice-President: Ernest J. Comi. Treasurer: Frank M. Gray. General Manager: Ernest J. Comi. Salesmen: Don Pickering, Ken Douglass, Jr., Charles Fish, Frank W. Grabau. AREA SERVED—Massachusetts, Connecticut, Rhode Island, Maine, Vermont, New Hampshire.

MASSACHUSETTS THEATRE EQUIPMENT COMPANY, 20 Piedmont St., Boston 16. Telephone: LIberty 2-9814, LIberty 2-0356. PERSONNEL—Owner: P. E. Comi. Manager: William J. Cliggat. Sales and Installation: P. E. Comi, Joseph Testa. (Emergency Night) Joseph Testa, TWinbrook 4-4944. P. E. Comi, OXford 6-7637. AREA SERVED—All New England States.

NATIONAL THEATRE SUPPLY COMPANY, 37 Winchester St., Boston 16. Telephones: LIberty 2-2663—(Emergency Night) LOgan 7-7747. PERSONNEL—Manager: H. J. McKinney. Salesman: Lawrence Cooney, R. J. Mauro. AREA SERVED—New England States, except Connecticut.

MICHIGAN

NATIONAL THEATRE SUPPLY COMPANY, 2312 Cass Ave., Detroit 1. Telephones: WOodward 1-2447-8-9—(Emergency Night) MAyfair 6-5702, PArkway 2-8247. PERSONNEL—Manager: C. Williamson. Salesman: F. Smith. Service Man: G. Studebaker. Shipping Clerk: R. Reagan. AREA SERVED—Michigan.

RINGOLD THEATRE EQUIPMENT COMPANY, 106 Michigan St., N.W., Grand Rapids 2. Telephones: GL 4-8852—(Emergency Night) CH 3-2413. PERSONNEL—Owner and Manager: H. J. Ringold. AREA SERVED—Michigan.

THEATRE EQUIPMENT COMPANY, 2211 Cass Ave., Detroit. Telephone: WOodward 1-1122. (Emergency Night) Howie Forbes, VErmont 7-1227. John Kenny, PA 2-8247.

MINNESOTA

*NATIONAL EQUIPMENT COMPANY, 7 E. Michigan St., Duluth 2. Telephone: RA 2-4567. PERSONNEL—James B. Enochs. AREA SERVED—Northeastern Minnesota, Northern Wisconsin.

ELLIOTT FILM AND THEATRE EQUIPMENT COMPANY, 1114 Nicollet Ave., Minneapolis.

MINNEAPOLIS THEATRE SUPPLY, INC., 51 Glenwood Ave., Minneapolis 3. Telephones: FEderal 5-1166.—(Emergency Night) SUnset 4-7575, TUxedo 1-3494. PERSONNEL—Co-Owners: C. C. Creamer, R. C. Lahti, R. E. Lundquist, and Henry Miller. AREA SERVED—Minnesota, North and South Dakota, North-West Wisconsin.

NATIONAL THEATRE SUPPLY COMPANY, 56 Glenwood Ave., Minneapolis 3. Telephones: FEderal 2-8273. PERSONNEL—Manager, V. J. Barrett. Salesman: Marty Schendel. Servicemen: H. R. Peterson, A. Kuiper. AREA SERVED—Minnesota, North Dakota, Western Wisconsin, Eastern South Dakota.

MISSOURI

MISSOURI THEATRE SUPPLY COMPANY, 115 W. 18th St., Kansas City 8. Telephone: BAltimore 1-3070-1. PERSONNEL—Owners: Mrs. Maxine Peek and J. Eldon Peek. Manager: L. J. Kimbriel. AREA SERVED—Kansas, Missouri, Iowa, Nebraska.

NATIONAL THEATRE SUPPLY COMPANY, 223 W. 18th St., Kansas City 8. Telephones: BAltimore 1-9858—(Emergency Night)—JAckson 3-8082. PERSONNEL—Manager: G. K. Slipper. Salesmen: W. R. Davis. Store Sales: C. D. Whitney. AREA SERVED—Kansas, Western Missouri, Iowa, Nebraska.

SHREVE THEATRE SUPPLY COMPANY, 217 W. 18th St., Kansas City 8. Telephones: HArrison 1-7849—(Emergency Night) WIllow 2-1225.

STEBBINS THEATRE EQUIPMENT COMPANY, 1909 Sandusky, Kansas City 2. Telephones: GRand 1-0134—(Emergency Night) DRexel 1-2791. PERSONNEL—Manager: C. H. Badger. Sales: C. P. Pearce, J. M. Gills. AREA SERVED—Kansas, Missouri, Oklahoma, Nebraska.

NATIONAL THEATRE SUPPLY COMPANY, 3222 Olive St., St. Louis 3. Telephones: JE 1-6350-51. PERSONNEL—Manager: H. H. Hoff. Salesman: John Mattler, D. P. Merton. Shipper: C. Allen. AREA SERVED—Eastern Missouri, Southern Illinois, Western Kentucky.

NEBRASKA

BALLANTYNE COMPANY, 1712 Jackson St., Omaha 2, Telephones: 342-4444, 342-4445, 342-4446. PERSONNEL—Executive Vice-President: J. Robert Hoff. Vice President & Ass't Gen. Mgr.: Edward J. Nelson. AREA SERVED—Nebraska, Western Iowa, Southern South Dakota.

QUALITY THEATRE SUPPLY, 1515 Davenport St., Omaha 2. Telephone: 341-7253—(Emergency Night) 391-1519. PERSONNEL—Owners: Carl and Lynn White. Manager: Carl White. Secretary: Hazel White. Salesman: Wilbur Grenville. Counter Man: Carl White, Jr. AREA SERVED—Nebraska, Western Iowa, Southern South Dakota.

NEVADA

STAGE SOUND AND EQUIPMENT, INC., 322 Wall St., Las Vegas, Nevada. Telephone: DU 4-2644. Complete sound and lighting equipment.

NEW JERSEY

*THEATRE SUPPLY CORPORATION, 267 Rhode Island Ave., E. Orange. Telephone: ORange 7-1023. PERSONNEL—General Manager: Louis Weiner.

NEW MEXICO

EASTERN NEW MEXICO THEATRE SUPPLY COMPANY, Box 1099, Clovis. Telephones: POrter 2-1371—(Emergency Night) POrter 3-4538. PERSONNEL—Manager: C. F. Hardwick. AREA SERVED—Eastern New Mexico, Panhandle of Texas.

NEW YORK

ALBANY THEATRE SUPPLY COMPANY, 443 N. Pearl St., Albany 4. Telephones: HO 5-5055—(Emergency Night) 62-4306. PERSONNEL—Owners: John Bylancik, Jack McGrath. Salesmen: Ed McGaffery, John Bylancik, E. Herrmann. Manager: Jack McGrath. Counter: A. Bonano. AREA SERVED—New York State, Vermont, Massachusetts.

AMITY INTERNATIONAL DISTRIBUTORS, INC., Amityville, L. I. PERSONNEL—President: Adolf R. Schwartz.

AUBURN THEATRE EQUIPMENT COMPANY, 11 North Street, Auburn. Telephone: 315 AL 2-5141. PERSONNEL—Owner: Selio DePasquale. Sales Manager: Charles J. Vanderloo. Office Manager: N. Strecker. Treasurer: Kathryn De Pasquale. Counter Man: John DePasquale. Products Sold: Everything for the Theatre.

NATIONAL THEATRE SUPPLY COMPANY, 500 Pearl St., Buffalo 2. Telephones: 854-1736—(Emergency Night) TR 6-2881, NL 2-2508, TR 5-8558, TR 6-4473. PERSONNEL—Manager: G. R. George. Salesmen: F. A. Ciemny. Office Manager: Bertha Kreink. AREA SERVED—Western New York State.

CAPITOL MOTION PICTURE SUPPLY CORP., 630 Ninth Ave., New York 36. Telephone: PLaza 7-4510. PERSONNEL—Ben Perse, Harry Perse. Sales Engineer: Peter Braut. Counter Men: Sam Ochs, Peter Braut. AREA SERVED—Southern New York State, Pennsylvania, New Jersey, Ohio.

CINEMATOGRAPH INTERNATIONAL, INC. (Export Division of Joe Hornstein, Inc.), 341 W. 44th St., New York 36. Telephone: CIrcle 6-6285—(Emergency Night) ESplanade 6-5698, SCarsdale 3-1623. PERSONNEL—President: George Hornstein. Sales Engineer: Jack Schaffer. Salesman: Julian Norwich. Service Engineers: H. Schwartz, Joe Kelly. AREA SERVED—Entire World.

CROWN MOTION PICTURE SUPPLIES CORPORATION, 354 W. 44th St., New York 36. PERSONNEL—Owner and President: Julius H. Katz. Salesman: Wallace J. Katz. AREA SERVED—New York, Northern New Jersey, Connecticut.

JOE HORNSTEIN, INC., 341 West 44th St., New York 36. Telephones: CIrcle 6-6285-86-87-88-89—(Emergency Night) SCarsdale 3-1623, ESplanade 6-5698, BOulevard 8-1811. PERSONNEL—President: George Hornstein. Sales Engineer: Jack Schaffer. Salesmen: J. Norwick, C. Scott. Service Engineers: D. Corbett, H. Schwartz. AREA SERVED—Eastern States.

NATIONAL THEATRE SUPPLY COMPANY, 356 W. 44th St., New York 36. Telephone: CIrcle 5-6900. PERSONNEL—Manager: A. F. Baldwin. Sales Manager: Bernard J. Kleid. Salesmen: H. E. Pear, S. Rindner, Allen G. Smith. Shipping Clerk: Frank Shields. AREA SERVED—Greater New York City, Southern New York, Northern New Jersey.

S.O.S. PHOTO-CINE-OPTICS, INC., 387 Park Ave., So., N. Y. 16. Chairman: Joseph A. Tanney. President: Alan Macauley. Vice-President: D. J. Capano. Treasurer: Jan Macauley.

STAR CINEMA SUPPLY CO., 621 W. 55th St., New York 19. Circle 6-3678. PERSONNEL—President: S. Tanney.

WESTREX CORPORATION, International Department, 540 W. 58th St., New York 19. Telephone: JUdson 2-3030.

NORTH CAROLINA

CHARLOTTE THEATRE SUPPLY, 227 S. Church St., Charlotte 1. Telephones: ED 3-9369, FR 6-1452—(Emergency Night) FR 5-6578. PERSONNEL—Manager: Frank M. Strange. Sales Representative: J. C. Tipton.

DIXIE THEATRE SUPPLY COMPANY, 213 West Third St., Charlotte 1. Telephones: EDison 2-4343—(Emergency Night) EDison 3-3381. PERSONNEL—Owner: J. B. Erskine. AREA SERVED—North and South Carolina.

HARRIS THEATRE SALES, INC., 315 S. Church St., Charlotte 1. Telephone: FR 5-1349—(Emergency Night) KE 7-5209. PERSONNEL: President and Treasurer: W. F. Harris. Vice-President and Secretary: J. E. Harris. Director: V. E. Jordan. S. Carolina Salesman: Dean House. N. Carolina Salesman: W. F. Harris, Jr. AREA SERVED—North and South Carolina.

NATIONAL THEATRE SUPPLY COMPANY, 304 S. Church St., Charlotte 1. Telephones: ED 2-7753, ED 2-7754—(Emergency Night) EM 6-0020, FR 7-1087, JA 3-6470. PERSONNEL—Manager: R. D. Turnbull. Salesmen: Mike Baldivid, J. K. Price. Counterman: P. P. Ross. Shipper: W. Kerns. AREA SERVED—North and South Carolina.

STANDARD THEATRE SUPPLY COMPANY, 1624 W. Independence Blvd., Box 1952, Charlotte. Telephone: 375-6008-09. PERSONNEL—Owner: Phil Wicker. Manager: Dean Phillips. Office Manager: John Buckwell. Salesman: Sonny Bennett. Shipping and Receiving: Fred Massey. AREA SERVED—North and South Carolina.

THEATRE EQUIPMENT COMPANY, 1220 E. Seventh St., Charlotte. Telephones: 5-8481-2-3. PERSONNEL—Manager: R. C. Saunders. Sound Engineer: Lewis Saunders.

WIL-KIN THEATRE SUPPLY CO., 229 South Church St., Charlotte 2. Telephone: EDison 3-6101. PERSONNEL—General Manager: E. H. Geissler. General Sales Manager: C. W. Fortson. Branch Manager: Harry H. Wayne. AREA SERVED—North Carolina, South Carolina.

STANDARD THEATRE SUPPLY COMPANY, 215 E. Washington St., Greensboro, North Carolina. Telephones: 27-26165-27-26166—(Emergency Night) CY 9-1574, BR 3-1641. PERSONNEL—Owner: Phil Wicker. Manager: Lawson Rankin. Office Manager: Joe Humphries. Salesman: Jim Barham. Shipping & Receiving: Edward Loyd. AREA SERVED—North and South Carolina, Southern Virginia.

OHIO

JONES PROJECTOR COMPANY, 2727 6th Street, Cuyahoga Falls. Telephone: 9282480. PERSONNEL—President: Harry P. Jones. Products Sold: Century Projectors and Sound Equipment, Ashcraft Lamps and Rectifiers. AREA SERVED—Northern Ohio, and Western Pennsylvania.

NATIONAL THEATRE SUPPLY COMPANY, 1638 Central Parkway, Cincinnati 10. Telephone: 621-6580.—PERSONNEL—Manager: T. M. Fisher. Salesmen: E. N. Howe. Office Manager: F. Pat Conn. Shipper: R. Hunt. AREA SERVED—Southern Ohio, Eastern Kentucky, Southern West Virginia.

NATIONAL THEATRE SUPPLY COMPANY, 2142 Payne Ave., Cleveland 14. Telephones: 771-4683—(Emergency Night) WH 4-2257, CE 1-4885. PERSONNEL—Manager: M. H. Mutchler. Shipper: W. Van Dyke. AREA SERVED—Northern Ohio.

OHIO THEATRE SUPPLY COMPANY, 2108 Payne Ave., Cleveland 14. Telephones: PRospect 1-6545-46—(Emergency Night) LA 4-1557. PERSONNEL—Arnold Weiss, Nick Lubich. AREA SERVED—Cleveland Exchange Territory.

*DAYTON THEATRE SUPPLY COMPANY, 4679 Richwood Drive, Dayton 39. Telephone: Oxmore 0294. PERSONNEL—Owner and Manager: Charlie D. Wall. AREA SERVED—Southern Ohio, Northern Kentucky.

TOLEDO THEATRE SUPPLY COMPANY, 3916 Secor Road, Toledo 13. Telephones: 479-7795—(Emergency Night) 474-6995. PERSONNEL—General Manager: Brad H. Brockway. AREA SERVED—Cleveland Territory, Southeastern Michigan, Northeastern Indiana.

THEATRE EQUIPMENT COMPANY, 1214 Cherry St., Toledo 4. Telephone: CHerry 3-8106. Detroit Office: 2211 Cass St., Detroit 1, Mich. Telephone: WO 1-1122. Toledo. PERSONNEL—Al Boudouris, Harry M. Sheroian. Detroit Personnel: John Kenny, Howie Forbes, Stanley Malinowski, Judy Dydzak. AREA SERVED—Ohio, Indiana, Michigan.

OKLAHOMA

NATIONAL THEATRE SUPPLY COMPANY, 700 W. Sheridan Ave., Oklahoma City 2. Telephones: CE 2-0203—(Emergency Night) VI 2-2466. PERSONNEL—Manager: Howard Nelson. Salesman: M. J. Kaneman. AREA SERVED—Oklahoma and Panhandle of Texas.

OKLAHOMA THEATRE SUPPLY COMPANY, 628 W. Grand Ave., Oklahoma City 2. Telephones: CE 6-8691 —(Emergency Night) JA 8-6813. PERSONNEL—Owners: J. Eldon Peek and Maxine Peek. Counter Man: Jess Bollman. AREA SERVED—Oklahoma, Panhandle of Texas, West Arkansas.

OREGON

S. F. BURNS & COMPANY, INC., 915 N. W. 19th St., Portland. Telephone: CApitol 2-6437. PERSONNEL—Manager: La Vere Bell. AREA SERVED—Oregon, Washington, Idaho, Montana, Alaska.

B. F. SHEARER COMPANY, 1947 N. W. Kearney St., Portland 9. Telephones: CApitol 8-7543—(Emergency Night) BElmont 4-1406. PERSONNEL—Branch Manager: B. F. Shearer, Jr. Counter Man: Dan Stitt. AREA SERVED—Oregon, Southern Idaho, Southern Washington.

PENNSYLVANIA

BLUMBERG BROTHERS, INC., 1305-07 Vine St., Philadelphia 7. Telephones: LOmbard 3-7240-41—(Emergency Night) MOhawk 4-4920 or 4-5369. PERSONNEL —President: Irving Goldberg. Vice President: Leon Miller. Treasurer: Harry Blumburg. Secretary: Ben Blumberg. Service Men: Joe Haggerty (Night—GReenwood 3-9207), Leon Miller (Night—TRinity 7-1898), Iry Goldberg (Night—MOhawk 4-5478). AREA SERVED —Pennsylvania, Delaware, New Jersey.

NATIONAL THEATRE SUPPLY COMPANY, 1310 Vine St., Philadelphia 7. Telephones: LOcust 7-6156-7—(Emergency Night) GReenwood 3-7678. PERSONNEL —Manager: William J. Hutchins. Salesmen: Mickey Lewis, Bud Miller. Shop Mechanic: Ed Humphry. AREA SERVED—Eastern Pennsylvania, Delaware, Southern New Jersey.

SUPERIOR THEATRE EQUIPMENT COMPANY, 311 N. 13th St., Philadelphia 7. Telephone: LOcust 3-1420. PERSONNEL—President: Jack H. Greenberg. Product Sold: Lorraine Orlux Carbons. AREA SERVED—Eastern Pennsylvania, Southern New Jersey, Delaware.

ATLAS THEATRE SUPPLY COMPANY, 402 Miltenberger St., Pittsburgh 19. Telephones: GRant 1-4281—(Emergency Night) PE. 1-6330. PERSONNEL—President and Manager: Gordon O. Gibson. Salesman: James M. Gibson. AREA SERVED—Pittsburgh Film Territory.

NATIONAL THEATRE SUPPLY COMPANY, 84 Van Braam St., Pittsburgh 19. Telephone: GRant 1-4630. PERSONNEL—Manager: T. F. McCleary. Assistant Manager: H. W. Russell. Office Manager: Thelma Perry. Machinist: C. Rogal. Counterman: J. M. O'Malley. AREA SERVED—Western Pennsylvania, Northern West Virginia.

RHODE ISLAND

RHODE ISLAND THEATRE SUPPLY COMPANY, 357 Westminster St., Providence. Telephone: 421-6460. PERSONNEL—Manager: H. F. Slater.

SOUTH CAROLINA

TRIO AMUSEMENT COMPANY, 229 North Main St., Box 394, Greenville. Telephone 2-7111—(Emergency Night) 3-2193. PERSONNEL—Owner and Manager: Ed C. Curdts. General Manager: Fred S. Curdts.

TENNESSEE

NATIONAL THEATRE SUPPLY COMPANY, 412-414 S. Second St., Memphis 2. Telephones: JAckson 5-6616-17-18—(Emergency Night) FAirfax 7-3975, GLendale 2-9731, BRoadway 6-3066. FAirfax 7-2389. PERSONNEL—Vice President: R. L. Bostick. Branch Manager. C. C. Bach. Salesman: C. E. Matthews. Service Engineers and Salesmen: J. A. Claymon, G. C. Hale. Counter Salesman: J. B. Kimbro. Shipper: Jerry Duckett. AREA SERVED—Western Tennessee, Arkansas, Northern Mississippi, Southeastern Missouri.

TRI-STATE THEATRE SUPPLY COMPANY, 320 S. Second St., Memphis 3. Telephones: JA 5-8249—(Emergency Night) GL 2-5269. PERSONNEL—Owner: Mrs. G. L. Mitchell. Manager: R. F. Blank. Products Sold: Century Projectors, and Complete Line of Theatre supplies. AREA SERVED—Arkansas, Northern Mississippi, Western Tennessee.

TEXAS

HARDIN THEATRE SUPPLY COMPANY, 714 S. Hampton Road, Dallas 8. Telephones: Whitehall 6-2235, 6-2232 (24 Hour Service.) PERSONNEL—Owner: J. H. Hardin. Manager: Joe Joseph. Salesmen: R. W. Pinkston, Joe Joseph. AREA SERVED—Texas, New Mexico, Oklahoma, Louisiana, Arkansas, Colorado, Arizona.

HERBER THEATRE EQUIPMENT COMPANY, 408 S. Harwood St., Dallas 1. Telephone: RI 7-6568. PERSONNEL—Owner: E. P. Herber. Salesman: Ed Euler. Shop Foreman: J. M. Wilson. AREA SERVED—Texas, Louisiana, Oklahoma, New Mexico, and part of Mexico.

MODERN SALES & SERVICE, INC., 2200 Young Street, Dallas 1. Telephone: RI 7-3191. PERSONNEL—President: J. H. Elder. Vice-President: Charles McKinney. Sound Service Department Manager: J. C. Skinner. AREA SERVED—Texas.

NATIONAL THEATRE SUPPLY COMPANY, 300 S. Harwood St., Dallas 1. Telephones: Riverside 8-2135-36 —(Emergency Night) FR 6-4584, TA 6-1785, FE 7-7272, TA 3-1192. PERSONNEL—Manager: E. H. Cernosek. Salesmen: H. A. Moore. Counter Clerk: V. P. Lysek. Service Man: L. H. Walters. AREA SERVED—Texas.

EL PASO THEATRE EQUIPMENT COMPANY, 2804 Catnip Drive (P. O. Box 940), El Paso. Telephone: 598-0884. (Day and Night). PERSONNEL—Owner: M. Joe Birdwell. Secretary: Rosalind Birdwell. Products Sold: All makes new and used theatre and concession equipment. AREA SERVED—West Texas, New Mexico, Arizona, Mexico.

SOUTHWESTERN THEATRE EQUIPMENT COMPANY, 1702 Rusk Avenue, Houston 3. Telephone: CA 2-9461. PERSONNEL—President: Al Mortensen. Store Manager: Tom S. Vincent. AREA SERVED—Texas.

INDEPENDENT THEATRE SUPPLY, 2750 E. Houston, San Antonio 2. Telephone: Capitol 6-3508 (Day or Night). PERSONNEL—Owner and Manager: R. A. Barron. Secretary: Mrs. R. A. Barron. AREA SERVED —Texas.

UTAH

INTER-MOUNTAIN THEATRE SUPPLY COMPANY, 264 E. First South St., Salt Lake City 1. Telephone: EMpire 4-7821. PERSONNEL—Manager: P. S. Guss. Salesman: L. Gerger. Products Sold: Motiograph and Ashcraft equipment, Leedhom Carpets.

WESTERN SOUND AND EQUIPMENT COMPANY, 264 East First South St., Salt Lake City 1. Telephone: EMpire 4-7821. PERSONNEL—Manager: Louis Gerber. Salesman: Ted Konold. Products Sold: RCA, and Strong equipment, Mohawk Carpets.

VIRGINIA

NORFOLK PHOTO AND MOVIE SUPPLY COMPANY, 4805 Powhatten Ave., Norfolk, Va. Telephone: MA 5-3818. PERSONNEL—Owner: Morris Ornoff. Store Manager: Robert L. M. Rainey.

PERDUE CINEMA SERVICE, 313 Eugene Drive, P. O. Box 671, Roanoke. Telephone: DI 3-9940. PERSONNEL —Manager: Roscoe E. Perdue. Salesman: Nat Tanner. AREA SERVED—Western Virginia.

WASHINGTON

AMERICAN GENERAL SUPPLY COMPANY, INC., 2300 First Ave., Seattle 1. Telephones: MA 4-4572, LA 2-6662. PERSONNEL—President: R. E. W. Fairleigh. Treasurer: A. L. Hansen. Sales Manager: Richard Fairleigh. AREA SERVED—All 50 States.

S. F. BURNS & COMPANY, INC. 2319 2nd Ave., Seattle 1. Telephones: MAin 4-2515—(Emergency Night) ATwater 3-1007, LAkeview 2-7823. PERSONNEL—Manager: S. F. Burns. Salesman: Lee W. Scott. AREA SERVED—Washington, Oregon, Montana, Idaho, Alaska.

B. F. SHEARER COMPANY, 2318 Second Ave., Seattle 1. Telephones: MAin 3-8247—(Emergency Night) EMerson 4-2233, EM 4-6814. PERSONNEL—Executive Vice-President and Manager: T. L. Shearer. Theatre Sales: Marvin A. Rhodes. AREA SERVED—Montana, Washington, Panhandle of Idaho, Alaska.

WEST VIRGINIA

CHARLESTON THEATRE SUPPLY COMPANY, 506 Lee St., Charleston 21. Telephones: 344-4413—(Emergency Night) 727-0490. PERSONNEL—Owner and Manager: J. W. McBurney. AREA SERVED—Southern W. Va.; Ohio border, Kentucky, and Virginia.

LOVETT AND COMPANY, Box 1127, Clarksburg, Offices: U. S. 19, Weston. Telephones: Weston 1670 —(Emergency Night) Clarksburg MA 2-7822. PERSONNEL—General Manager: D. E. Lovett. Sales Representative: Gray Barker. Office Manager: Virginia Howell. AREA SERVED—West Virginia, Virginia, Maryland, Pennsylvania.

THEATRE SERVICE & SUPPLY CO., Box 1389 or 1019 10th St., Huntington. Telephone: 522-4043. PERSONNEL—S. T. Gallimore, Mgr. Treasurer: P. J. Sheets. Sec.: Mrs. S. T. Gallimore. Service: Roy Sheets, S. T. Gallimore. Products Sold: All types of theatre equipments, Spotlights—Stage curtains—35mm Sound Projectors—16mm Sound Projectors—service shop for all types of 35mm and 16mm sound projectors.

WISCONSIN

NATIONAL THEATRE SUPPLY COMPANY, 1027 N. Eighth St., Milwaukee 3. Telephones: BRoadway 1-7333—(Emergency Night) HIlltop 5-7479, DIvision 2-8184, LIncoln 3-2405. PERSONNEL—Manager: A. J. Larsen. Office Manager: M. Anacker. AREA SERVED—Milwaukee Exchange Territory. Upper Michigan.

THE RAY SMITH COMPANY, 710 W. State St., Milwaukee 3. Telephones: BRoadway 1-2100—(Emergency Night) BRoadway 1-2101. PERSONNEL—Owner: Ray A. Smith. Service Man: Alex Zsebe. AREA SERVED—Wisconsin, Northern Michigan.

CANADA'S THEATRE SUPPLY HOUSE
supplying theatres from Coast to Coast with the best in
Equipment • Supplies • Service
GENERAL SOUND & THEATRE EQUIPMENT LTD.
Head Office: 861 Bay St., Toronto, Canada
Branches in all principal cities

Supply Dealers of the Dominion of Canada

Comprehensive Listing of Names, Addresses Personnel, Products, and the Areas Served

ALBERTA

GENERAL SOUND & THEATRE EQUIPMENT, LTD., 10939—82nd Ave., Edmonton. Telephone: HO 9-1588. PERSONNEL—Sales Service Representative: C. L. Johnson. AREA SERVED—Provinces of Manitoba, Saskatchewan, Alberta, and Ontario Lakehead.

GENERAL SOUND & THEATRE EQUIPMENT, LTD. 731 10th Ave., S.W., Calgary. Telephone: AMherst 2-5012. PERSONNEL: Branch Manager: J. J. Zagol.

*SHARP'S THEATRE SUPPLIES, LTD., 104—4th St., S. W., Calgary. Telephones: AM 2-4076, AM 2-7266—(Emergency Night) CH 3-0757, AV 9-7578. PERSONNEL—Manager: W. G. Sharp. Service Engineer: A. E. Sick. Salesman: D. N. Rhodes. Products Sold: Complete theatre supplies, including Motiograph, Strong, National Carbon lines. AREA SERVED—Alberta, Saskatchewan, Eastern British Columbia.

M. L. ADAMSON, 9921—113th St., Edmonton.

J. M. RICE & CO., LTD., 10029 Jasper Ave., Edmonton. Telephones: GA 2-8502—(Emergency Night) GL 5-7390. PERSONNEL—District Manager: Charles Carphin. General Manager: Mrs. Charles Carphin. Products Sold: Complete 35mm and 16mm theatre equipment. National carbons. Strong arc lamps. Stage lighting equipment. New and used theatre chairs. Concession supplies. AREA SERVED—Alberta, Western Saskatchewan, Northwest Territories, Eastern British Columbia.

BRITISH COLUMBIA

DOMINION THEATRE EQUIPMENT CO., LTD., 970 Davie St., Vancouver 1, B. C. Telephone: MU 5-6634—(Emergency Night) RE 8-3211. PERSONNEL—President: V. D. K. Fairleigh. Sales: R. E. Fairleigh. AREA SERVED—Western Canada, Yukon Territory.

GENERAL SOUND & THEATRE EQUIPMENT, LTD., 2158 West 12th Ave., Vancouver. Telephone: RE 6-5506. PERSONNEL—District Manager: Ray Townsend. Sales: Lou Sass. AREA SERVED—British Columbia.

LA SALLE RECREATIONS, LTD., (Theatre and Stadium Choirs, Carpet & Linoleum Div.), 945 Granville St., Vancouver. Telephones: MU 5-5034, MU 5-5428—(Emergency Night) RE 3-3929. PERSONNEL—President and Managing Director: S. A. Lechtzier. Vice-President: M. R. Lechtzier. AREA SERVED—Entire Dominion of Canada.

THEATRE EQUIPMENT SUPPLY CO., Film Exchange Bldg., 2182 W. 12th Ave., Vancouver. Telephones: REgent 8-2421—(Emergency Night) AMherst 6-5118. PERSONNEL—Owner: H. I. Howard. Counter Man: E. R. Petch. AREA SERVED—British Columbia, Alberta, Yukon.

Editor's Comment

While efforts are made by mailings and telephone to achieve a high degree of accuracy and uniformity in the following theatre supply dealer entries, it is impossible in a yearly publication to guarantee 100 per cent correctness. With the assistance of most of the larger concerns with branch offices in the U. S. and overseas, we can supply up-to-the-minute information on most outlets.

Where the dealers themselves do not confirm, revise, or otherwise alter information in these FREE listings, we indicate that the previous name, address, etc. is being run by an asterisk (*). Readers and dealers are encouraged to notify the editor of any additions or corrections necessary.

MANITOBA

GENERAL SOUND & THEATRE EQUIPMENT, LTD., 102. 313 Donald St., Winnipeg. Telephone: WHitehall 2-5795. PERSONNEL—District Manager: W. R. Mann. Sales: W. M. Tulloch. Service: M. Demytrie. AREA SERVED—Provinces of Manitoba, Saskatchewan, Alberta, and Ontario Lakehead.

J. M. RICE & CO., LTD., 430 Kensington St., Winnipeg 21. Telephones: TU 8-7987—(Emergency Night) VE 2-2492. PERSONNEL—President: J. M. Rice. General Manager: J. L. Rice. Sound Engineer: H. E. Kinnear. Salesman: W. Leckie. AREA SERVED—Manitoba, Saskatchewan, Western Ontario.

NOVA SCOTIA

GENERAL SOUND & THEATRE EQPUIPMENT, LTD., 166 Hollis St., Halifax. Telephone: 422-4538. PERSONNEL—Branch Manager: G. J. Gilbert. Service and Sales: W. Orr. AREA SERVED—Maritime Provinces.

GENERAL SOUND & THEATRE EQUIPMENT, LTD., 93 Prince William St., St. John, N.B. Telephone: OXford 3-2819. PERSONNEL—District Manager: Cecil L. Johnston. AREA SERVED—Maritime Provinces.

ONTARIO

GENERAL SOUND & THEATRE EQUIPMENT, LTD. (Head Office) 861 Bay St., Toronto 5. Telephone: WA 5-3871. PERSONNEL—President: Lloyd C. Pearson. Vice-President: Andrew G. Rouse. Secretary: Angus MacCunn. Treasurer: Ralph B. M. Shaw. Merchandise Manager: Walter Raps. Supervisor Theatre Sound & Projection: W. K. Reason. Ontario District Manager: W. Walterhouse. Sales and Service Inspector: Eric A. Grant. London, Ont., Norman Smith, Hamilton, and Andrew Bridger, Timmins. AREA SERVED—Ontario except Ottawa Valley and Lakehead. Products sold in all branches: Simplex Sound & projection equipment, Century Sound & projection equipment, Gaumont-Kalee equipment, Altec Sound Systems, Dukane Sound Systems, Northern Electric Sound Systems.

*THE ROBERT SIMPSON COMPANY LTD., Contract Division, 45 Richmond Street West, Toronto 1. PERSONNEL—General Manager, All Branches: L. E. Wicklum, Assistant General Manager: R. H. Dickson. Western Branch Manager: W. C. Clarkson. Salesmen: E. W. Bryant, Toronto; S. S. Murphy, Halifax; M. Girard, Montreal; J. C. G. Hood, Winnipeg; R. Boechler, Regina; H. Krahn, Saskatoon; R. A. Harris, Edmonton; D. Patrick, Calgary; W. C. Clarkson, Vancouver.

STRAND ELECTRIC, LTD., 261 Davenport Road, Toronto 5. Telephone: 925-5108. Products Sold: Stage Lighting Fixtures and Lighting Control Systems, Draperies and Rigging.

OTTAWA

GENERAL SOUND & THEATRE, LTD., 10 Bristol Ave., Ottawa 1. Telephone: CEntral 4-3571. PERSONNEL—Service and Sales: J. Hewson.

QUEBEC

GENERAL SOUND & THEATRE EQUIPMENT, LTD., 160 Bates Road, Montreal 26, P.Q. Telephone: REgent 9-6381. PERSONNEL—Eastern Division Manager: A. D. Turnbull. Sales: J. Bermingham, Victor Rich. Technicans: J. J. Kilcullen, P. Gaillard, I. G. Gote, L. Boulanger. Quebec Office, 3226 Milleret St., Quebec 10, P.Q. Telephone: 653-7333. Branch Manager: C. Goudreault. AREA SERVED—Provinces of Quebec and Ottawa Valley.

RCA VICTOR COMPANY, LTD,. 1001 Lenior Street Montreal 30. Telephone: WEllington 3-7551. PERSONNEL—President: J. D. Houlding. Vice President, Consumer Products: G. L. Mansour. Vice-President, Technical Products: J. Sutherland. Products Sold: 16mm movie projectors, sound equipment, closed-circuit TV. AREA SERVED—Branch offiices in: Halifax, Quebec, Montreal (Royalmount), Ottawa. Toronto, Winnipeg, Calgary, Edmonton, Vancouver. Distributors: A. A. Murphy & Son, Saskatoon, Sask., W. Ouellet et Fils, Rimouski, Quebec.

FOR THE BEST IN THEATRE FORMS AND SYSTEMS
MOTION PICTURE EXHIBITOR BOOK SHOP
317 N. BROAD ST., PHILA., PA. 19107
Ask for actual samples!

Supply Dealers of the Rest of the World

Comprehensive Listing of Names, Addresses Personnel, Products, and the Areas Served

Editor's Comment

While efforts are made by mailings and telephone to achieve a high degree of accuracy and uniformity in the following theatre supply dealer entries, it is impossible in a yearly publication such as this one, to guarantee 100 per cent correctness. With the assistance of most of the large concerns with branch offices in the U. S. and overseas, we can supply up-to-the-minute information on such outlets.

In the case of WESTREX CO., LTD., an extensive reorganization in its existing dealership structure throughout the world was being undertaken at the time Theatre Catalog was being prepared. For this reason, we are carrying the same dealer information as appeared in the 1963 Edition of the Catalog. The Company's listing will be revised as soon as the reorganization is completed and corrected for the next edition of the Catalog.

Other dealer listings not verified for this Edition are indicated by use of an asterisk (*).

ADEN

A. BESSE AND COMPANY (ADEN), LTD., Aden. Products Sold: Philips Projection and Sound Equipment.

AFGHANISTAN

NETHERLANDS AFGANISTAN FOUNDATION, Shar-i-Now, Kabul. Products Sold: Philips Projection and Sound Equipment.

ALGERIA

S. A. PHILIPS NORD-AFRICAINE, Immeuble Mauretania, Carrefour de l'Agha, Algiers. Products Sold: Philips Projection and Sound Equipment.

ARABIA

*CHARABALLY LTD. (Elect. Division) P.O. Box 136, Kuwait. Telephone: 242/3. Products Sold: Strand Company Lighting Equipment and Dimmer Control Systems.

ARGENTINA

CIA COMERCIAL CONDOR, S. A., Sarmiento 2149, Buenos Aires, Argentina. Products Sold: National Theatre Supply Company Line.

PHILIPS ARGENTINA, S. A., Cordoba 1351, Poso 8, Buenos Aires. Products Sold: Philips Projection and Sound Equipment.

RCA VICTOR ARGENTINA, P. O. Box 4400, Bme. Mitre 1961, Buenos Aires. Products Sold: Theatre and Sound Equipment, Sound Recording Equipment, Theatre Television.

SOCIEDAD ARGENTINA DE IMPIRTACION E.M. ETCHEGOIN, Maipu 639-641, Buenos Aires. Products Sold: Gaumont-Kalee line.

WESTREX ELECTRONICA, S.A., Uruguay 768, Buenos Aires. Products Sold: Westrex Co. line. AREA SERVED—Argentina, Paraguay, Uruguay.

AUSTRALIA

WESTREX AUSTRALIA PTY., LTD., Head Office of Area: Broughton House, 181 Clarence St., Sydney, New South Wales. PERSONNEL—Manager: R. S. Hope. Products Sold: Westrex Co. line. AREA SERVED—Australia.

WESTREX AUSTRALIA PTY., LTD., 86 Astor Terrace, Brisbane, Queensland. Products Sold: Westrex Co. line. AREA SERVED—State of Queensland.

WESTREX AUSTRALIA PTY., LTD., 70A Stanley St., S. Brisbane, Queensland. Products Sold: Westrex Co. line. AREA SERVED—State of Queensland.

WESTREX AUSTRALIA PTY., LTD., 321 William St., Melbourne, Victoria. Products Sold: Westrex Co. line. AREA SERVED—State of Victoria.

GAUMOUNT-KALEE THEATRE SUPPLIES, 178-A Flinders St., Melbourne C. I., Victoria. Telephone: 632935, 632936. Products Sold: Gaumont-Kalee, Raycophone and Cinemeccanica. AREA SERVED—Victoria.

WESTREX AUSTRALIA PTY., LTD., 24 Hunter St., Newcastle, New South Wales. Products Sold: Westrex Co. line. AREA SERVED—State of New South Wales.

CONSOLIDATED THEATRES PTY., LTD., W.A.T.C. Building, 1 Howard St., Perth, Western Australia. Telephones: 23-2221—23-2222. PERSONNEL—Managing Director: R. A. Yelland. Secretary: I. E. Furby. Products Sold: Theatre Seats, Equipment.

WESTREX AUSTRALIA PTY., LTD., 447 Murray St., Perth, West Australia. Products Sold: Westrex Co. line. AREA SERVED—State of West Australia.

PHILIPS ELECTRICAL INDUSTRIES PTY., LTD., Head Office: 69-73 Clarence St., Sydney. Products Sold: Philips Projection and Sound Equipment. AREA SERVED—Australia.

RAYMAC SUPPLIES PTY., LTD., 6 Kookaburra Road, Hornsby. P. O. Box 82 Hornsby, Sydney, New South Wales. PERSONNEL—Managing Director: R. E. McIntosh. Products Sold: Raymac Theatre and Sound Equipment, sole Australian agent for Lorraine Carbons, sole Australian agent for "Ideal" German Screens. AREA SERVED—Australia, Pacific Isles, Malaya, Ceylon.

RCA of AUSTRALIA, PTY., LTD., 221 Elizabeth St., Sydney, New South Wales. Products Sold: Theatre and Sound Equipment, 16mm Projectors, Magnetic Tape.

STRAND ELECTRIC AUSTRALIA, PTY., LTD., 212 Graham St., Port Melbourne, Victoria. Telephones: 64-1267, 64-3365. Products Sold—Lighting equipment & dimmer control systems. AREA SERVED—Australia.

AUSTRIA

LUDWIG PANI, Kandlgasse 23, Vienna VII/63. Telephone: B36.2.34. Products Sold—Strand Company Lighting Equipment and Dimmer Control Systems.

PHILIPS, G.M.B.H., Schwarzenbergplatz 2, Vienna 1. Products Sold: Philips Projection and Sound Equipment.

E. SCHRACK ELEKTRIZITATS A. G., Pottendorferstrasse 25-27, Vienna XII/87. Products Sold: RCA Cinema Equipment, 35mm, 16mm. AREA SERVED—Austria.

SIEMANS UND HALSKE, Neubaugasse 1, Vienna, Austria. Products Sold: Philips Projection Equipment.

CONGO

PHILIPS CONGO, S.C.R.L., B.P. 1798, Leopoldville. Products Sold: Philips Projection and Sound Equipment.

PHILIPS S.A., B.P. 2546. Elizabethville, Katanga. Products Sold: Philips Projection and Sound Equipment.

BELGIUM

ADB-ETS ADRIEN DE BACKER S.A., 275 Chausée De Louvain, Zaventem. Telephone: 59.70.11. Products Sold: Stage and television studio lighting equipment.

*BRITISH EQUIPMENT, S. A., 199 Rue Royale, Bussels. Telephones: 17.78.16, 17.39.17. PERSONNEL—Managing Director: Capt. R. H. Eliot, M. C. Technical Department: Pierre Koob. General Sales: Michael Cledes. 35mm Sales: Maurice De Cuyper. Products Sold: Gaumont-Kalee, Bell and Howell, Ship Cinema Carbons. AREA SERVED—Belgium, Belgian Congo, Luxembourg.

BROCKLISS, S.A., 211 Rue Royale, Brussels. Products Sold: National Theatre Supply Company line. AREA SERVED—Belgium, Luxembourg.

FIBROCIT, 26 Rue Masui, Brussels. Products Sold: Theatre Seats.

PHILIPS, S.A., 37-39 Rue d'Anderlecht, Brussels. Products Sold: Philips Projection and Sound Equipment.

SOCIETE ANONYME INTERNATIONALE DE TELEGRAPHIE SAN FIL, 25 Boulevard du Regent, Brussels. Product Sold: RCA Cinema Equipment, 16mm and 35mm. AREA SERVED—Belgium, Republic of the Congo, Ruande-Urundi.

SOCIETE BELGE INDUSTRIELLE, S.A., 14 Square Marie-Louise, Brussels. Products Sold: RCA THeatre and Sound Equipment.

WESTREX COMPANY, FRANCE-BELGIUM, Place des Martyrs 18, Brussels. Products Sold: Westrex Co. line. AREA SERVED—Belgium and Luxembourg.

BERMUDA

BERMUDA ELECTRIC LIGHT COMPANY, LTD., Reid St., Hamilton. Products Sold: Strand Company Lighting Equipment and Dimmer Control Systems.

BERMUDA GENERAL THEATRES, LTD., Hurstholme, Hamilton. Products Sold: National Theatre Supply Company line.

BURNABY, LTD., Victoria Street, Hamilton. Products Sold: RCA Cinema Equipment, 16mm and 35mm.

BOLIVIA

*COMMERCIO INDUSTRIAL BOLIVIANA, S.A., Casilla de Correo 1867, 2670, La Paz. Products Sold: Gaumont-Kalee line.

'INCATUR' S.A., Casilla Correo, 460, La Paz. Products Sold: Strand Company—Lighting Equipment and Dimmer Control Systems.

PHILIPS SUDAMERICAN, S.A., Cajon Postal 2964 La Paz, Boliva. Products Sold: Philips Projection Sold: Philips Porjection and Sound Equipment. S. A. C. I., Suers. de Simon F. Bedoya, Casilla 346, La Paz. Products Sold: RCA Theatre and Sound Equipment.

WORLD-WIDE Century DISTRIBUTION

FOR CENTURY PROJECTORS AND TRANSISTOR SOUND

•

Griggs Theatre Seating

ALL OTHER BOOTH EQUIPMENT, DRIVE-IN THEATRE EQUIPMENT AND ACCESSORIES.

World Wide except USA & Canada

AMITY INTERNATIONAL DISTRIBUTORS, INC.

61 Mill St. Amityville, New York 11701
cables: AIDINC

CEYLON

CEYLON SERVICE AND SUPPLIES COMPANY, LTD., P.O. Box 89, Colombo. Products Sold: RCA Cinema Equipment 16mm.

CEYLON THERTRES, LTD., 8 Parsons Road, Colombo. PERSONNEL—Managing Director: S. Sellamuttu. Telephone: 3243-44. Products Sold: Gaumont-Kalee, Bell and Howell, Kershaws.

UNITED ELECTRICALS LTD., P.O. Box 681, Yahala Building, Staples St., Colombo. Telephone: 5496. Products Sold: Strand Company Lighting Equipment and Dimmer Control Systems.

WESTREX COMPANY, INDIA, Iceland Buildings, Galle Road, Colombo 3. Products Sold: Westrex Co. line. AREA SERVED—Ceylon.

CHILE

CORPORACION DE RADIO DE CHILE, S.A., Casilla 1407, Santiago. Products Sold: RCA Theatre and Sound Equipment.

MR. JORGE MAX VILA, Casilla 9820, Santiago. Products Sold: National Theatre Supply Company line. AREA SERVED—Chile.

PHILIPS CHILENA, S.A., Casilla 2687, Santiago. Products Sold: Philips Projection and Sound Equipment.

F. C. HAYES, Los Leones 2194, Santiago. Products Westrex Co. line. AREA SERVED—Chile.

CHINA (FORMOSA)

WESTREX CO., ASIA, International House, Section 3, Hsin Yee Road, Taipei, Products Sold: Westrex Co. line. AREA SERVED—Formosa.

COLOMBIA

CINE COLOMBIA, S.A., Medellin, Colombia—Phone: 5188—Products Sold: Gaumont Kalee line Screen and chair manufacturing.

J. GLOTTMANN, S.A., Carrea 13 #24-15, Bogota. PERSONNEL—President: Jack Glottmann. Products

Sold: RCA Theatre and Sound Equipment.

PHILIPS COLOMBIANA, S.A., Apartado, Aereo 4282, Bogota. Products Sold: Philips Projection and Sound Equipment.

WESTREX COMPANY, CARIBBEAN, Carrera 5A, No. 19-40, Bogota. Products Sold: Westrex Co. line. AREA SERVED—Colombia.

WIGHTMAN & COMPANY, LTDA., Apartado Aereo 808, Mendellin. Telephone: 115-50. Products Sold: Strand Company Lighting Equipment and Dimmer Control systems.

COSTA RICA

IMPORTADORA FILMICA COMERCIAL, LTDA., Apartado Correo 939, San Jose. PERSONNEL—Owner and Managing Director: Carlos Fc. Jinesta. Owner and Manager: Charles G. Bertsch. Products Sold: RCA Theatre and Sound Equipment. AREA SERVED—Costa Rica.

PAN AMERICAN TRADING COMPANY, LTD., Apartado 2018, San Jose. PERSONNEL—Owner and Manager: Francisco Pena. Products Sold: National Theatre Supply Company line. AREA SERVED—Nicaragua, Guatemala, Costa Rica.

PHILIPS DE COSTA RICA, LTD., P. O. Box 4325, San Jose. Products Sold: Philips Projection and Sound Equipment.

JOSE RAVENTOS, Apartado 1147, San Jose. Products Sold: RCA Theatre and Sound Equipment.

*DOMINGO VARGAS A., P. O. Box 3675, San Jose. Products Sold: Projection and Sound Equipment. AREA SERVED—Costa Rica.

CYPRUS

D. OUZOUNIAN, M. SOULTANIAN AND COMPANY, LTD., P. O. Box 775, Nicosia. Products Sold: Philips Projection and Sound Equipment.

A. Y. TILBIAN & SONS (Fotokine, Ltd.), P. O. Box 266, Nicosia. Products Sold: Gaumont-Kalee line.

DENMARK

BANG & OLUFSON, A.S., Alhambravej 5, Copenhagen V. Telephone: Hiida 1991. Products Sold: Philips Projection Equipment.

NORDISK KINOTEKNIK A/S, RANK XEROX, Borgergade 10, Copenhagen, K. Telephone: Palae 8686. Products Sold: Gaumont-Kalee, Ship Carbons, Stage Lighting Equipment, Seats, Cinemeccanica, Rank Xereo.

PHILIPS A.S., Prays Blvd. 80, Copenhagen S. Products Sold: Philips Projection and Sound Equipment.

WESTREX COMPANY A/S, Vesterport 481, Copenhagen. Telephone: Central 5598. Products Sold: Westrex Co. line. AREA SERVED—Denmark.

DOMINICAN REPUBLIC

CLAUDIO FERNANDEZ, Aparttado 826, Ciudad Trujillo. Products Sold: RCA Theatre and Sound Equipment.

MESSRS. R. ESTEVA Y CIA C. por A., Calle el Conde 59, Apartado 663, Ciudad Trujillo. Products Sold: Philips Projection and Sound Equipment.

JOAQUIN GINEBRA, Apartado 902, Santo Domingo. Products Sold: National Theatre Supply Company line. AREA SERVED—Dominican Republic.

ECUADOR

ELECTRONICA, S.A., Apartado 3509, Guayaquil. PERSONNEL—Owner and Director: Luigi Rota. Manager: Carlos Rota Products Sold: National Theatre Supply Company line. AREA SERVED—Coast Zone of Ecuador.

PHILIPS ECUADOR, S. A., Casilla 2376, Quito. Products Sold: Philips Projection and Sound Equipment.

SOCIEDAD RADIOTECNICA ECUATORIANA, Apartado 414, Juito. PERSONNEL—Owner and Director. Lugi Rota. Managers: Ing. Igilio Perotti, Lic. Fabián Buchie. Products Sold: National Theatre Campany Supply line and RCA Theatre and Sound Equipment. AREA SERVED—Ecuador.

ETHIOPIA

PHILIPS (ETHIOPIA), S.A., P. O. Box 659, Addis Ababa. Telephone: 2771. Products Sold: Philips Projection and Sound Equipment.

FINLAND

PARVIS FILMI, P. O. Box 279, Helsinki. Products Sold: Gaumont-Kalee line.

OY PHILIPS AB, Box 255, Helsinki. Products Sold: Philips Projection and Sound Equipment.

FRANCE

(See Separate Entry for ALGERIA)

BROCKLISS SIMPLEX, S.A., 295 Cours de la Somme, Bordeaux. Products Sold: National Theatre Supply Company line.

WESTREX COMPANY, FRANCE-BELGIUM, 3 Cours Joseph Thiedry, Marseille. Products Sold: Westrex Co. line. AREA SERVED—Southern France.

BROCKLISS SIMPLEX, S.A., 6 Rue Guillaume Tell, Paris 17. Head Office. PERSONNEL—General Manager: Albert Gillet. Branches: Bordeaux, Marseilles, Lille, France; Brussels, Belgium. Agents: Algiers, Algeria; Casablanca, Morocco; Bienne, Switzerland. Products Sold: National Theatre Supply Company line. AREA SERVED— France, French Colonies, Switzerland, Belgium.

PHILIPS ELECTRO-ACOUSTIQUE, S. A., 162, Rue St. Charles Paris 15. Product Sold: Philips Projection and Sound Equipment.

STE. DES THEATRES CINEMATOGRAPHIQUES PATHE, S.A., 6 Rue Francoeur, Paris 18. PERSONNEL—General Mgr. J. Ottoz. Products Sold: RCA Theatre and Sound Equipment. AREA SERVED—Algiers, France, Belgium, and the U.S.

WESTREX COMPANY, FRANCE-BELGIUM, Head Office of AREA: 120 Avenue des Champs Elysees, Paris. Products Sold: Westrex Co. line. AREA SERVED—France, North Africa.

BRAZIL

CINE-TELEVISCO, S.A., Rua Dr. Flores 197, Porto Alegre. Products Sold: Sole Agent, Rank Precision Industries, Ltd.

IMPORTACAO E COMERCIO DE MATERIALS Cinematograficos Simplex Ltda., Rua de Triunfo 120 Sao Paulo, Brazil National Theatre Supply Company Line.

INDUSTRIA NACIONAL DE LUBRIFICANTES, 'INAL' S/A. Rua Barao De Paranapiacaba 40, 9° Andar, Sao Paulo. Products Sold: Strand Company Lighting Equipment and Dimmer Control Systems.

TECNICO COMERCIAL GATIO, LTDA., Rua Concordia 668, Recife. Products Sold: Sole Agent, Rank Precision Industries, Ltd.

COMPANHIA BLACK (Main Office), Rua Conselheiro Nebias 263-2°, P.O. Box 4045. Telephones: 34-8771, 32-0196. Telegrams: "Goumont." Products Sold: Sole Agent, Rank Precision Industries, Ltd.

RCA VICTOR RADIO, S.A., Caixa Postal 2726, Rio de Janeiro. PERSONNEL—Theatre Dept. Mgr.: J. Wasser. Products Sold: Theatre and Sound Equipment. Branches: S. Paulo, Recife, Porto Alegre, Belo Horizonte.

WESTREX COMPANY, BRAZIL, Rau Correa Vasques, 34c. Rio de Janeiro. Products Sold: Westrex Co. line. AREA SERVED—Brazil.

COMPANHIA BLACK, Import-Export, Rua Conselheiro Nebias 263, 2 Andar, Sao Paulo. Products Sold: Sole Agent, Rank Precision Industries, Ltd.

S. A. PHILIPS DO BRAZIL, Caixa Postal 8681, Sao Paulo. Products Sold: Philips Projection and Sound Equipment.

BRITISH EAST AFRICA

TWENTSCHE OVERSEAS TRADING COMPANY, LTD., Nairobi, Tanga, Mombasa, Kampala, Dar-es-Salaam, Zanzibar. Products Sold: Philips Projection and Sound Equipment.

BRITISH GUIANA

BOOKERS STORES LTD., Bookers Garage, (Radio Department), 13-15 Water Street, Georgetwon (Demerara). Products Sold: Philips Projection and Sound Equipment.

CHAS. W. NASCIMENTO, 308 Murray St., Georgetown Products Sold: Complete Sound & Projection Supplies & Service.

WIETING AND RICHTER, LTD., 40 Mundy Street, Georgetown (Demerara)). Products Sold: Gaumont-Kalee line. Personnel Engineer: Chas W. Nascimento.

BRITISH HONDURAS

MACMILLAN BROTHERS, Belize. Products Sold: RCA Theatre and Sound Equipment. AREA SERVED—Colony of British Honduras.

BRITISH NEW GUINEA

ROBERT GILLESPIE (N. G.), LTD., Rabaul. Products Sold: Philips Projection and Sound Equipment. AREA SERVED—Territory of New Guinea.

BURMA

BRYAN SMYTH & COMPANY, 313 Bo Aung Gyaw Street, P. O. Box 214, Rangoon. PERSONNEL—U Kyaw Nyunt, General Manager. Products Sold: Philips Projection & Sound Equipments. Cable Address: DESSIMUS. AREA SERVED—Union of Burma.

CINE SUPPLY COMPANY, 264 Barr St., Rangoon. Telephone: South 546. PERSONNEL—Managing Partner: Vijay Kumar. Products Sold: RCA Theatre and Sound Equipment, Ross Projectors, Premier accessories. COUNTRY SERVED—Union of Burma.

G. K. THEATRE SUPPLY COMPANY, LTD., 123 Sule Pagoda, Rangoon. Telephone: S-653. Products Sold: Gaumont-Kalee, Typhoon Air Conditioning Units, Bell and Howell. AREA SERVED—Union of Burma.

GERMANY

DEUTSCHE PHILIPS Gm.b.H., Mönckebergstrasse 7 (24a) Hamburg 1. Products Sold: Philips Projection and Sount Equipment.

GEORGE HEINECKE, Tengstrasse 15, Munich 13. Products Sold: RCA Cinema Equipment, 16mm.

GHANA

SOCIETE COMMERCIALE DE L'OUEST-AFRICAIN, Accra. Products Sold: Philips Projection and Sound Equipment.

GREAT BRITAIN

North (Incl. Northern Ireland)

A. BUCKLEY, "Wheatcroft," Purlwell Lane, Batley, Yorkshire. Telephones: Batley 431, Morley 2902. Products Sold: Zippa and Branson Change-overs; exporter of new and used theatre equipment.

AUTOMATICKET, LTD., 58 Howard St., Belfast. Telephone Belfast 27052. Products Sold: Tickets, Ticket Issuing and Recording Machines.

G. B.—KALEE, Division of Rank Precision Industries, Ltd., 46 Howard St., Belfast. Telephone 27065. PERSONNEL—Manager: A. Reynolds. Products Sold: Gaumont-Kalee Sound Equipment and Furnishings. AREA SERVED—Northern Ireland.

RCA GREAT BRITAIN, LTD., 58 Howard St., Belfast. Telephone: 24762. PERSONNEL—Northern Ireland and Republic of Ireland Manager: N. J. Railton. Products Sold: RCA Theatre and Sound Equipment.

AUTOMATICKET, LTD., 62 Robertson St., C.2., Glasgow. Telephone: Central 0464/5. Products Sold: Ticket Issuing & Recording Machines.

J. FRANK BROCKLISS, LTD., 181 Howard St., Glasgow, C. I. PERSONNEL—Branch Manager: E. Dobbing. Products Sold: Philips Projection and Sound Equipment.

G. B.-KALEE, Division of Rank Precision Industries, Ltd., 121 West Regent Street, Glasgow. PERSONNEL—Manager: Ferguson, J. Paterson. Products Sold: Gaumont-Kalee Sound Equipment and Furnishings. AREA SERVED—Scotland.

PATHE EQUIPMENT LTD., 68, Bath Street, Glasgow. Telephone: DOuglas 6214. Products Sold: Philips and Theatre Equipment and Supplies. Manager: T. A. Ross Projection Equipment, Dawsons Seating, General Burrowes.

RCA GREAT BRITAIN, LTD., 58 W. Regent St., Glasgow. Telephone: Douglas 4712. PERSONNEL—District Manager: A. Lees. Products Sold: Theatre and Sound Equipment.

STAGE FURNISHINGS, LTD., 346 Sauchiehall St., Glasgow C. 2. Telephone: Douglas 6431. Products Sold: Strand Electric and Engineering Company line.

WESTREX COMPANY, LTD., 141 Bath St., Glasgow, C. 2. Products Sold: Westrex Co. line.

AUTOMATICKET, LTD., Spinney House, Church St. 1, Liverpool. Telephone: Royal 9975/6. Products Sold: Ticket Issuing and Recording Machines.

G. B. KALEE, Division of Rank Precision Industries, Ltd., 14 Tithebarn Street, Liverpool. Telephone: Central 8956. PERSONNEL—Manager: F. Jordan. Products Sold: Gaumont-Kalee Sound Equipment and Furnishings. AREA SERVED—North Wales and part of North West England.

AUTOMATICKET, LTD., Norham House, 12 New Bridge Street, Newcastle-on-Tyne. Telephone: Newcastle 21482/3. Products Sold: Tickets, Ticket Issuing and Recording Machines.

G. B.—KALEE, Division of Rank Precision Industries, Ltd., 60 Blenheim Street, Newcastle-on-Tyne. Telephone: Newcastle 23088. PERSONNEL—Manager W. Yeomans. Products Sold: Gaumont-Kalee Sound Equipment and Furnishings. AREA SERVED—Northumberland, Durham, Cumberland, North Yorkshire.

RCA GREAT BRITAIN, LTD., 36 Clayton St. W., Newcastle 23039. PERSONNEL—Manager: W. Yeomans. —District Manager: R. T. Wheatley. Products Sold: Theatre and Sound Equipment.

WESTREX COMPANY, LTD., 1 Charlotte Square, Newcastle-on-Tyne. Products Sold: Westrex Co. line.

Midlands

AUTOMATICKET, LTD., Fletcher Chambers, Fore Street, Birmingham. Telephone: Midland 3784/7368. Products Sold: Tickets, Ticket Issuing and Recording Machines.

J. FRANK BROCKLISS, LTD., 54 George Road, Edgbaston, Birmingham 15. Telephone: EDG 4960. PERSONNEL—Branch Manager: A. B. Boulton. Products Sold: Philips Projection and Sound Equipment.

G. B.—KALEE, Division of Rank Precision Industries, Ltd., 45 Newhall St., Birmingham. Telephone: Central 5927. PERSONNEL—Joint Managers: A. L. Melson, H. E. Munslow. Products Sold: Gaumont-Kalee Sound Equipment and Furnishings. AREA SERVED—The Midlands.

RCA GREAT BRITAIN, LTD., 164 Stratford Road, Shirley, Birmingham. Telephone: Shirley Birmingham 1819. PERSONNEL—District Manager: S. J. C. Taylor. Products Sold: Theatre and Sound Equipment.

AUTOMATICKET, LTD., 21/23 Wellington St., 1. Leeds. Telephone: Leeds 21515/6. Products Sold: Tickets, Ticket Issuing and Recording Machines.

J. FRANK BROCKLISS, LTD., 67 Britannia House. Wellington St., Leeds. Telephone: Leeds 24509. PERSONNEL—Branch Manager: W. D. Raphael. Products Sold: Philips Projection and Sound Equipment. AREA SERVED—Yorkshire, Lincolnshire, Nottinghamshire, Derbyshire.

G. B.—KALEE, Division of Rank Precision Industries, Ltd., 17 Wellington St., Leeds. PERSONNEL—Manager: Dennis V. Sumpter. Products Sold: Gaumont-Kalee Sound Equipment and Furnishings. AREA SERVED—Yorkshire.

PATHE EQUIPMENT, LTD., 2 Britannia House, Leeds. Telephone: Leeds 30325. Products Sold: Philip's and Ross Projection Equipment, Dawsons Seating, General Theatre Equipment and Supplies. Manager: G. M. Preedy.

FRED V. SEELE, LTD., (Incorporating Provincial Cinematograph Trading Company), 7 Stainburn Drive, Leeds 17. Telephone: Leeds 68-2852. PERSONNEL—A. R. Steele. Products Sold: Projection, Sound, and General Theatre Equipment. AREA SERVED—Yorkshire, Lancashire, Nottinghamshire.

WESTREX COMPANY, LTD., Wellington Chambers, Wellington Street, Leeds 1. Products Sold: Westrex Co. line.

ASSOCIATED ELECTRICAL INDUSTRIES, Electronic Apparatur Division (Sound Equipment Group), 4, Whitworth St., Manchester, 1. Telephone: Central 9977. PERSONNEL—North West Area Mgr.: H. L. Johnston, Esq. Products Sold: BTH Projectors and Sound Reproducers. Mazda Xenon Lamps and Lamphouses, 16mm Projectors, Overhead Projectors, Public Address Systems, Stage Amplification Equipment, Hi Fi and Stereo Reproducers, General Theatre Supplies.

AUTOMATICKET, LTD., 21 Spring Gardens, Manchester. Telephone: Blackfriars 0162/4505. Products Sold: Tickets, Ticket Issuing and Recording Machines.

J. FRANK BROCKLISS, LTD., 3, The Parsonage, Manchester. PERSONNEL—Branch Manager: W. D. Raphael. Products Sold: Projection and Sound Equipment and Philips Closed Circuit TV Equipment.

G. B.—KALEE, Division of Rank Precision Industries, Ltd., Parsonage Buildings, 4 St. Mary's Parsonage, Manchester. 3. Telephone: Blackfriar 1428. PERSONNEL—Branch Manager: Harry Mould, Divisional Engineer: Reg Folland, District Engineer: Eric Hallwood. Products Sold: Gaumont-Kalee Sound and Projection Equipment. Gaumont-Kalee Seating and all Furnishings. AREA SERVED—Part of Lancashire; part of Cheshire.

RCA GREAT BRITAIN, LTD., 274 Deansgate, Manchester. Telephone: Blackfriars 7092. PERSONNEL—District Manager: A. J. Bush. Products Sold: Theatre and Sound Equipment.

WESTREX COMPANY, LTD., 1 North Parade, Deansgate, Manchester 3. Products Sold: Westrex Co. line.

AUTOMATICKET, LTD., 147 Lower Parliament St. Nottingham. Telephone: Nottingham 5 1519. Products Sold: Tickets, Ticket Issuing and Recording Machines.

W. J. FURSE & COMPANY, LTD., Traffic Street, Nottingham. Products Sold: Stage Lighting, Curtains, Curtain Tracks, Color Changing Dimming Equipment.

WESTREX COMPANY, LTD., Angel Row, Nottingham. Products Sold: Westrex Co. line.

STRAND ELECTRIC AND ENGINEERING COMPANY, LTD., 313/7, Oldham Road, Manchester 10. Telephone: Collyhurst 2736. Products Sold: Complete Theatre Equipment, including Stage Lighting, Curtains, and Screens. AREA SERVED—Manchester, North of England.

South (Incl. London and Wales)

ANDREW SMITH HARKNESS, LTD., Station Road, Boreham Wood, Herts. Telephone: Elstree 3611. Products Sold: Perlux Screens, Malt White and Silver. AREA SERVED—Entire World.

AUTOMATICKET, LTD., Cumberland House, The Promenade, Clifton, Bristol 8, Bristol. Telephone: Bristol 39385/6. Products Sold: Tickets, Ticket Issuing and Recording Machines and Sales Registers.

G. B.—KALEE, Division of Rank Precision Industries, Ltd., 67 Queen St., Cardiff, Wales. Telephone: 20261/2. PERSONNEL—Branch Manager: R. H. Evans. Products Sold: Gaumont-Kalee Sound Equipment and Furnishings. AREA SERVED—South Wales and West of England.

PATHE EQUIPMENT, LTD., 9 Museum Place, Cardiff. Telephone: Cardiff 21865. Products Sold: Ross Projection Equipment, Dawsons' seating, General Theatre Equipment and Furnishings. Philips Projection Equip., and closed circuit TV.

RCA GREAT BRITAIN, LTD., 46 Charles St., Cardiff. Telephone: Cardiff 30194. PERSONNEL—District Manager: J. H. Welch. Products Sold: Theatre and Sound Equipment, RCA Projectors.

WALTURDAW CINEMA SUPPLIES (1952) LTD., 22 High St., Kingston-on-Thames, Surrey. Telephone: KIngston 6858, KI-0394. PERSONNEL—Directors: H. E. Driscoll, H. R. Taylor. Products Sold: Projectors, Sound Equipment, Dimmers, Dimmer Boards, Resistances. Sole agents for Zeiss Ikon AG Projection Equipment for the United Kingdom.

AUTOMATICKET, LTD., Head Office: 197 Wardour Street, London W.1. Telephone: Gerrard 3482. PERSONNEL—General Manager: S. D. Roper, Products Sold: Tickets, Ticket Issuing and Recording Machines.

J. FRANK BROCKLISS, LTD., 167/167 Wardour St., London, W.1. PERSONNEL—Owner: J. Frank Brockliss. Director and Manager: F. E. Durban. Products Sold: Philips Projection Sound Equipment. AREA SERVED—All of Europe.

CINESALES, LTD., 49 Frith Street, London, W.1. Telephone: Gerrard 5457. PERSONNEL—J. Sturgeon, E. Sturgeon. Products Sold: Arc Lamps, Inductors, Film Splicers, other Theatre Equipment and Accessories.

RANK KALEE—A DIVISION of the RANK ORGANISATION. Head Office: Woodger Road, London, W12: Telephone: Shepherds Bush 2050. PERSONNEL—Manager: L. Dawson. Products Sold: Rank Kalee Sound Equipment and Furnishings. AREA SERVED—London and South East England.

GENERAL BUILDING AND THEATRE EQUIPMENT, LTD., Stoll Offices, London Coliseum, London, W.C.2. Telephone: Temple Bar 1500. PERSONNEL—General Manager: Richard Tilbury. Products Sold: Complete Theatre Equipment and Supplies.

THE KINEMATOGRAPH EQUIPMENT COMPANY, LTD., 76 Oxford St., London, W.1. Telephone: Gerrard 5102. Products Sold: Projection Room Equipment, Theatre Furnishings, Seating, Draperies.

H. LAZARUS & SON, LTD., 49-51 Curtain Road, London, E.C.2. Products Sold: Theatre Seats, Carpets, Floor Coverings, Draperies, Stage Equipment. AREA SERVED—United Kingdom & Commonwealth, etc.

GEORGE PALMER, LTD., 89 Wardour Street, London, W.1. Proprietor: Frederick G. Palmer. Products Sold: Projection and electrical equipment.

PHILIPS ELECTRICAL IND., LTD., Century House, Shaftesbury Ave., London W.C.2.

PATHE EQUIPMENT, LTD., 177 Wardour Street, London, W. 1. Telephone: Gerrard 1544. PERSONNEL—Gen. Mgr.: George C. McLean. Products Sold: Philips Projection Equipment, Dawson's Seating, Stafford Furniture, General equipment and furnishings for theatres and auditoria. Branches at Cardiff, Glasgow, Leeds and Manchester.

RANK KALEE—A DIVISION of the RANK ORGANISATION, Woodger Road, London W 12. Head Office: Cables: Rankalee, London. PERSONNEL—Home Sales Manager: M. W. Beer. Joint Export Managers: M. W. Beer, and T. E. Chilton. Products Sold: Rank Kalee Projection and Sound Equipment and Theatre Furnishings, "Ship" Carbons. AREA SERVED—Entire World.

ROBERT RIGBY, LTD., Premier Works: Northington St., London, W.C.1. Telephone: Holborn 2944. Products Sold: Premier Slide Projectors, Spot Lights, Film Splicers, Fire Shutters, Theatre and Projection Accessories, and Editing Room Equipment.

SOUND & SCENE SERVICES (LONDON), LTD., 145 Wardour St., London, W.1. Telephone: Gerrard 7238. PERSONNEL— Managing Director: S. Goldwater. Products Sold: Projectors, Sound Systems, Screens, Seating, Furnishings, Accessories.

STRAND ELECTRIC AND ENGINEERING COMPANY, LTD., Head Office: 29, King Street, London W. C. 2. Telephone: Temple Bar 4444. Cables: Spotlite London. Telegrams: Spotlight Rand London. PERSONNEL—Directors: J. D. H. Sheridan, S. E. Earnshaw, H. W. Myers, F. P. Bentham, H. O. Jordan. Branches: Manchester, Glasgow, Dublin, Darlington, Bristol, Melbourne, Toronto. Products Sold: Lighting Equipment and Dimmer Control Systems.

WESTREX CO., LTD., Head Office of Area: 152 Coles Green Road, London, N.W.2. Products Sold: Westrex Co. line. AREA SERVED—Great Britain and Ireland.

W. W. TURNER & COMPANY, LTD., 28 Newman St., London, W.1. Products Sold: Theatre Seats, Carpets, Curtains.

AUTOMATICKET, LTD., (Service Depot), 31 Hanover Buildings. Telephone: Southampton 28491. Other Service Depots: Leicester (Leic. 29426/7) and Sheffield (Shef. 26420).

RCA GREAT BRITAIN, LTD., Head Office: Lincoln Way, Windmill Road, Sunbury-on-Thames, Middlesex. Telephone: Sunbury-on-Thames 3101, 3107. PERSONNEL—Managing Director: C. G. Mayer, Directors: Donald MacPhail, Chairman & Managing Director: C. J. Bridge, M.B.E., M. Brunet. (U.S.A.), W. H. Clarke, O.B.E., H. J. O'Dell. A.M.I.E.E., E. Schuller. (Austrian), P. A. Turnor. Products Sold: Theatre and Sound Equipment.

RANK KALEE, LTD., G. B.—Kalee Division, Export Department, Woodger Road, London, W.12. Cables: Rankalee, London, Export Managers: M. W. Beer, T. E. Chilton.

GREECE

CHARILAOS PETROPOULOS, 51 El. Venizelou Str., Athens. Products Sold: RCA Theatre and Sound Equipment.

PHILIPS S.A. HELLENIQUE COMMERCIALE DE PRODUITS ELECTROTECHNIQUES, P. O. Box 153, Athens. Products Sold: Philips Projection and Sound Equipment.

GUATEMALA

INSTRUMENTOS MUSICALES, S.A., Apartado Postal 345, Guatemala City. Products Sold: RCA Cinema Equipment, 16mm.

PHILIPS DE GUATEMALA S.A., P. O. Box 238, Guatemala City. Products Sold: Philips Projection and Sound Equipment.

ADOLFO RIOS, 6A Avenida 15-36, Guatemala City. Products Sold: RCA Theatre and Sound Equipment.

RAMIRO SAMAYOA M., Avenida Elena 14-75, Cine Popular, Guatemala City. Products Sold: National Theatre Supply Company line. AREA SERVED—Guatemala.

E. F. TOPPE, Avda LaReforma 3-60, Guatemala City. Products Sold: Westrex Co. Inc. AREA SERVED—Guatemala, El Salvador, Honduras, and British Honduras.

HAITI

PARAMOUNT, P. O. Box 683, Port-au-Prince, Haiti.

HONDURAS

CINEMATOGRAFICA, S. de R. L. Apartado Postal 110, Tegucigalpa. Products Sold: RCA Theatre and Sound Equipment.

OSMOND MADURO, Apartado 213, Tegucigalpa. Products Sold: National Theatre Supply Company line.

HONG KONG

ELEPHANT RADIO CO., LTD., 208-209 Bank of East Asia Building, 10 Des Voeux Road, Central, Victoria. Managing Director & Chief Engineer: Norman F. C. Li. Manager: Y. S. Wong. Products Sold: RCA Theatre and Sound Equipment, National Theatre Supply Company line.

PHILIPS HONG KONG, LTD., 9, Ice House St., P. O. Box 2108, Victoria. Products Sold: Philips Projection and Sound Equipment.

ICELAND

SNORRI P. B. ARNAR, P. O. Box 354, Reykjavik. Products Sold: RCA Theatre and Sound Equipment and Philips Projection and Sound Equipment.

INDIA

GENERAL RADIO & APPLIANCES, LTD., 36-39 Silver Jubilee Road Park, Bangalore City. Branch Manager: V. Shanker. Products Sold: RCA and Simplex lines.

RAHBHAI PATEL AND SONS, Majestic Circle, Bangalore 9. Products Sold: Theatre Equipment and Accessories. AREA SERVED—Mysore State.

CINEFONES, 3, New Queen's Road, Bombay 4. PERSONNEL—Managing Partner: S. B. Agarwal. Products Sold: Theatre Equipment and Accessories. AREA SERVED—Bombay Presidency.

CINECITA PRIVATE, LTD., 6/3 Madan Street, Calcutta 13. PERSONNEL—Managing Director: S. N. Agarwal. Products Sold: RCA Theatre Equipment. AREA SERVED—Bengal, Bihar, Orissa, and Assam.

CINERAMA, 532 Sandhurst Bridge, Bombay 7. Telephone: 75411-2. PERSONNEL—Director: Shreeprakash Agarwal. Products Sold: RCA Theatre and Sound Equipment. AREA SERVED—Bombay State, Hyderabad, Madhya Bharat, Madhya Pradesh, Rajastham, Vindhya Pradesh, Bhopal.

EVERGREEN PICTURES, 15 New Queen's Road, Bombay 4. Telephone: 27533. PERSONNEL—Partners: N. C. Kapadia, M. C. Kapadia, Mrs. P. C. Kapadia, H. C. Naterwalla, S. N. Kotwal, E. C. Naterwalla, M. N. Kapadia, M. R. Kapadia, J. R. Kapadia. Products Sold: National Cinema Carbons, Spares and Components for all makes of Theatre Equipment. AREA SERVED—All of India.

GAUMONT—KALEE LTD., Ashok Chakravorti Road. Ashok Nagar, Kandivlee (East), Bombay—67. PERSONNEL—Director: M. du V. Allix, Sales Manager: J. K. Sen Gupta, Secretary: K. R. Worerkar. Products Sold: Rank Precision Industries, Ltd. AREA SERVED—All of India.

PHILIPS INDIA, LTD., Fort House, 221 Dodabhoy Navroji oRad, (P. O. Box 309), Bombay 1. Products Sold: Philips Projection and Sound Equipment.

PHOTOPHONE EQUIPMENTS LTD., Industry Manor, Worli & Cadell Road, Jn., Post Bag No. 7050, Bombay 28 DD, India. Products Sold: RCA 35mm Theatre Equipment and 16mm Projectors (Manufactured in India), RCA Film Recording Equipment, Simplex Projector and entire National Theatre Supply Company line. AREA SERVED—India, Pakistan, Burma, Ceylon and Afghanistan.

WESTREX COMPANY, INDIA, Head Office of Area: Metro House, Mahatma Ghandi Road, Bombay 1. PERSONNEL—Manager: C. L. Oscar, Products Sold: Westrex Co. line. AREA SERVED—India, Burma, Ceylon.

MOTWANE PRIVATE LIMITED, 94, Sri Narasimharaja Rd., Bangalore, 2. Telephone: 3833. PERSONNEL—Branch Manager: V. S. Rama Rao, B.A.; P. K. Vasudeva Murthy; F. D'Souza. Products Sold: B.T.H. 35mm and 16mm Equipment.

EVERGREEN PICTURES CORPORATION, 11 Esplanada East, Calcutta. Telephone: 23-6179. PERSONNEL—Partners: N. C. Kapadia, M. C. Kapadia, Mrs. P. C. Karpadia, H. C. Naterwalla, S. N. Notwal, E. C. Naterwalla, N. M. Kapadia, M. R. Kapadia, J. R. Kapadia. AREA SERVED—West Bengal, Bihar, Orissa, Assam.

GENERAL RADIO AND APPLIANCES PRIVATE, LTD., 3 Madan St., Calcutta 13. Telephone: 23-6038. PERSONNEL—Managing Director: Y. A. Fazalbhoy: Branch Manager: D. V. J. Raju. Products Sold: National Theatre Supply Company line Strong Lamps and Rectifiers, International Seats. AREA SERVED—Provinces of West Bengal, Bihar, Orissa, Assam and Kingdom of Nepal.

PHILIPS ELECTRICAL COMPANY, (INDIA) PRIVATE, LTD., 7 Justice Chandra Madhab Road. Calcutta 20. Products Sold: Philips Projection and Sound Equipment.

WESTREX COMPANY, INDIA, Lighthouse Cinema Bldg., Humayan Place, Calcutta 13. Products Sold: Westrex Co. line.

CINEFONES (DELHI) PRIVATE, LTD., Behind State Bank of India, Chandhi Chowk, Delhi. PERSONNEL—Managing Directors: S. N. Agarwal. AREA SERVED—Delhi, U. P., Punjab.

EVERGREEN PICTURES, Chandi Chouk, Delhi. Telephone: 6455. PERSONNEL—Partners: N. C. Kapadia, M. C. Kapadia, Mrs. P. C. Kapadia, H. C. Naterwalla, S. N. Kotwal, E. C. Naterwalla, M. N. Kapadia, M. R. Kapadia, J. R. Kapadia. AREA SERVED—Delhi, U. P., Punjab, Pepsu, Himachal Pradesh, Kashmir, Jammu.

WESTREX COMPANY, INDIA, Brampton Road, Kashmiri Gate, Delhi, Products Sold: Westrex Co. line. AREA SERVED—India, Ceylon.

EVERGREEN (BANGALORE) PRIVATE LTD., 15 Wescott Road, Royapettah Madras 14. PERSONNEL—Directors: N. C. Kapadia, M. C. Kapadia, H. C. Naterwalla, S. N. Kotwal, E. C. Naterwalla. AREA SERVED—Madras, Tamilnad, Travancore-Cochin, Mysore.

PHILIPS ELECTRICAL COMPANY (INDIA) PRIVATE LTD., 35/4, Mount Road, Madras 2. Products Sold: Philips Projection and Sound Equipment.

WESTREX COMPANY, INDIA, Khaleeli Mansion, 35 Mount Road, Madras 2. Products Sold: Westrex Co. line. AREA SERVED—India, Ceylon.

PHILIPS ELECTRICAL COMPANY (INDIA) PRIVATE LTD., Delhi-Aiemere Gate Extension. New Delhi. Products Sold: Philips Projection and Sound Equipment.

PHOTOPHONE EQUIPMENTS LTD., Delite Cinema Bldg., Asafali Rd., New Delhi, 1. PERSONNEL—Manager: N. Kumar Jain. Products Sold: RCA Theatre and Sound Equipment and National Theatre Supply Company line.

CINE SUPPLIES PRIVATE, LTD., 7 Rashtrapathi Road, Secunderbad 3. PERSONNEL—Managing Director: B. R. Patel. Products Sold: RCA Theatre Equipment and Accessories. AREA SERVED—Part of Andhra Pradesh.

EVERGREEN (BANGALORE) PRIVATE, LTD., 1/D Rashtrapathi Road Secunderbad. Telephone: 6707. PERSONNEL—Directors: N. C. Kapadia, M. C. Kapadia, H. C. Naterwalla, S. N. Kotwal, E. C. Naterwalla. AREA SERVED—Hyderabad and Andhra States.

GENERAL RADIO & APPLIANCES, LTD., 8092/1-2 Rashtrapthi Rd., Secunderbad. Branch Manager: V. N. Ramanthan. Products Sold: RCA & Simplex lines.

INDONESIA

N.V.P.D. SOEDARPO CORPORATION, 22 Djalan Segrosotu Djakarta. Cable: SOEDARCO DJAKARTA. Telephone: Gambir 1008. Products Sold: RCA Theatre and Sound Equipment.

P. T. RALIN, 34-38 Djalan Modjopahit, Djakarta, Indionesia. Products Sold: Philips Sound and Projection Equipment.

WESTREX COMPANY, ASIA, Pegangsaan Timur 19A, Djakarta 111/21. Products Sold: Westrex Co., line. AREA SERVED—Indonesia.

IRAN

PHILIPS IRAN, LTD., P. O. Box 1297, Teheran. Products Sold: Philips Sound and Projection Equipment.

RADIO SHAHAB COMPANY, Av. Naderl 720, Teheran. Products Sold: Philips 35mm. Sound Film and Projection Equipment.

IRAQ

THE BAGHDAD COMPANY, LTD., Munir Abbas Building, South Gate, Baghdad. Products Sold: Philips Projection and Sound Equipment.

THE IRAQI COMPANY FOR FILMS & CINEMA, P. O. Box 206, Baghdad. Products Sold: National Theatre Supply Company line. AREA SERVED—Iraq.

IRELAND

C. NAPIER, ASSOCIATED CINEMA EQUIPMENTS, LTD., 5 Jervis St., Dublin. Product Sold: Philips Projection and Sound Equipment. Telephone: 46646. AREA SERVED—Republic of Ireland and Northern Ireland.

RCA GREAT BRITAIN, LTD., 34 Lower Abbey St., Dublin. Telephone: 43842. PERSONNEL—Area Supervisor: H. W. Neill. Products Sold: Theatre and Sound Equipment.

THE STRAND ELECTRIC AND ENGINEERING COMPANY, LTD., 30 Upper Abbey St., Dublin 1. Telephone: 47078. PERSONNEL—Irish Branch Manager: Kevin Bourke. Products Sold: Stage Lighting and Curtains, Screens, and other Theatre Equipment. AREA SERVED—Ireland.

WESTREX COMPANY, LTD., Veritas House, 78 Lower Abbey St., Dublin. Products Sold: Westrex Co. line.

ISRAEL

AMPA, LTD., 16 Petah Tikvah Rd., P. O. Box 636, Tel-Aviv. Telephone: 3228. PERSONNEL—Theatre Department Manager: M. Kolari. Products Sold: National Theatre Supply Company line. AREA SERVED—Israel.

CARASSO BROTHERS, P. O. Box 364, Tel-Aviv. Products Sold: RCA Theatre and Sound Equipment.

CHEMICALS AND TECHNICAL SUPPLIES (GREEN) LTD., Cine Dept., 17 Migve St. Tel-Aviv. Telephone: 64492. Products Sold: Rank Precision Industries Ltd., Bell & Howell, Radiant Mfg. Corp., Charles H. Champion & Co., Ltd.

LANDSEAS EASTERN COMPANY, LTD., P. O. Box 2554, Tel-Aviv. Products Sold: RCA Cinema Equipment, 16mm and 35mm.

LEVANT X-RAY, LTD., 39 Walfson St., Tel-Aviv. Telephone: 81566. PERSONNEL—H. H. Aldor. Products Sold: Westrex Co., line. COUNTRY SERVED—Israel.

ITALY

PHILIPS RADIO S. P. A., Piazza IV Novembre 3, Milan. Products Sold: Philips Projection and Sound Equipment.

MOLE-RICHARDSON (Italia) s.r.l., Via del Velodromo 70, Rome. Gen. Manager: G. T. Gardner. Products Sold: Rank Taylor Hobson, Gaumont Kalee, Morganite, Mitchell, Colortran, Moviola, Leevers Rich, Satec (Dyaliscope), Mole-Richardson Italia & England. AREA SERVED—Italy, Yugoslavia, Greece & Middle East.

WESTREX COMPANY, ITALY, Piazza Margana 19, Rome. Products Sold: Westrex line. AREA SERVED—Italy.

JAPAN

NIHON EIGA SHIZA COMPANY, LTD., Chubo-Keizal—Kaikan Building, 3-1, Funieri—Cho Nakamuraku Nagoya-Shi, Aichi.

NICHION COMPANY, LTD., 146 Ushidate, Toyonaka-Shi, Osaka, Japan. Products Sold: National Theatre Supply Company line.

CONSOLIDATED THEATRE AND TELEVISION SUPPLY HCORPORATION, Nishi-2 chrome, Minami-1 jo Sapporo., Hokkaido.

NIHON EIGA SHIZA COMPANY, LTD., 7, Minami-cho, Dori, Sendai-shi, Miragi.

NIHON DENSHI KOGYO K.K. (Japan Electronic Mfg. Corp.) 325, Sanshin Bldg., 1-10 Yurakucho, Chiyoda-ku, Tokyo, Japan. PERSONNEL—President: H .Akatsu, Managing Director: Y. Nakajima. Products Sold: Wireless Microphones, Sound Equipment, Recording Equipments, and RCA Theatre Equipments. AREA SERVED—Far East.

NIHON DENSHI TELEVI K.K., Room 212, Sanshin Building, Yurakucho, Chiyodaku, Tokyo. Products Sold: RCA Theatre and Sound Equipment.

J. OSWAG & COMPANY, 5 Ginza Nishi 2-chome. Chuo-Ku, Tokyo. Products Sold: Rank Kalee line.

WESTREX COMPANY, ORIENT, Chiyoda Building, Room 615, 14-chome, Marunochi Chiyoda-ku, Tokyo. Products Sold: Westrex Co. line. AREA SERVED—Japan.

INDUSTRIAL DEVELOPMENT AND CONSULTANT COMPANY, Nikkatsu International Building Room 420, Yurakycho, Chiyoda-ku, Tokyo, Japan. Products Sold: Philips Projection and Sound Equipment.

JORDAN

MOHAMMAD O. SUWYEH AND BROTHERS, P. O. Box 502, Amman. Products Sold: RCA Cinema Equipment, 16mm. and 35mm.

TRANSJORDAN ENGINEERING COMPANY, LTD., P. O. Box 1, Amman. Products Sold: Philips Projection and Sound Equipment.

DAVID A. ARAFAT, P. O. Box 4, Nablus. Products Sold: Gaumont-Kalee line.

KENYA

ELECTRONIC AIDS (EAST AFRICA) LTD., Cargen House, Coronation Ave., P. O. Box 65-40, Nairobi. Telephone: 2-2273. Products Sold: Strand Electric & Engineering line.

LEBANON

PHILIPS LIBAN S.A., P. O. Box 670, Beirut. Products Sold: Philips Projection and Sound Equipment.

MIDDLE EAST DISTRIBUTION COMPANY, S.A.L., Managing Director, P. O. Box 2407, Beirut. Products Sold: RCA Cinema Equipment, 16mm. and 35mm.

WESTREX COMPANY, EAST, Pan American Building, Room 408, Place Riad Solh, Beirut. Products Sold: Westrex Co. line. AREA SERVED—Near East.

N. ZABBAT, Post Box 741, Beirut. Products Sold: Gaumont-Kalee line.

LIBERIA

A. MANSOUR AND SONS, P. O. Box 207, Monrovia. PERSONNEL—Manager: F. A. Mansour. Products Sold: RCA Cinema Equipment, 16mm. and 35mm.

MALTA

P. CUTAJAR & COMPANY, LTD., 12 St. Paul's Street, Valletta. Products Sold: Gaumont-Kalee line.

GENERAL SALES COMPANY, 4 St. Joseph Buildings, Zachary Street, Valletta. PERSONNEL: Managing Director: Adrian Busietta. Products Sold: RCA Theatre and Sound Equipment. Telephone: Cent. 24482. AREA SERVED—State of Malta.

A. VELLA, 14 Depiro St., Sliema. Products Sold: Westrex Co. line. AREA SERVED—Malta.

CHARLES A. MICALIEF AND COMPANY, LTD. 282 Kingsway, Valletta. Telephone: C24313-C21506. Products Sold: Philips Projection and Sound Equipment.

MAURITUS

ADAM AND COMPANY, LTD., P. O. Box 53, Port Louis. Products Sold: Philips Projection and Sound Equipment.

BLANCHE, BIRGER COMPANY, LTD., 12 Intendence St., Port Louis. Products Sold: RCA Theatre and Sound Equipment.

THE MAURITIUS ANGLO CHINESE COMPANY, P. O. Box 181, Port Louis. Products Sold: Gaumont-Kalee line.

MEXICO

DEKSA, S.A., Tabasco #165, Mexico 7, D.F. PERSONNEL—Managing Director: W. H. Zolle. Products Sold: Gaumont-Kalee line, Theatre, Studio and Laboratory equipment and accessories, and television supplies.

EQUIPOS PARA CINES, S.A., Av. Insurgentes Sur 600, Mexico 12, D.F. Telephone: 43-42-80, 23-19-89. PERSONNEL—President: Manual Ampudia. Manager: Manuel Ampudia Girón. Products Sold: National Theatre Supply Co. line.

PHILIPS S.E.T. Apartado Postal 21420, Mexico 7, D.F. Products Sold: Philips Projection and Sound Equipment.

RCA VICTOR MEXICANA, S.A. de C.V. Avenida Cuitlahuac 2519, Mexico 17, D.F. PERSONNEL—President: Joseph P. Toole. General Manager: Paul W. Hessinger. General Sales Manager: W. S. Rolston. Products Sold: Theatre and Sound Equipment. AREA SERVED—Mexico.

WESTREX COMPANY, MEXICO, Tonala #143 Mexico, D.F. Products Sold: Westrex Co. line. AREA SERVED—Mexico.

MOROCCO

SOCIETE MAROCAINE PHILIPS, 304 Blvd. Mohammed V, Casablanca. Products Sold: Philips Projection and Sound Equipment.

NETHERLANDS

WESTREX NEDERLAND N.V., Single 127, Amsterdam. Products Sold: Westrex Co. line. AREA SERVED—Netherlands.

PHILIPS NEDERLAND N.V., Eindhoven. Products Sold: Philips Projection and Sound Equipment.

NEW ZEALAND

CHARLES CARRAD, LTD., Civic Theatre Building, Bledisloe St., Auckland. Products Sold: Philips 35mm, 35/70mm, 15mm. Sound Film and Projection Equipment. (Sole Agency.)

GAUMONT-KALEE (N. Z.) LTD., St. James Building, Queen St., P. O. Box 2191, Auckland, C. 1. Products Sold: Gaumont-Kalee, "Ship" Carbons, Theatre Supplies.

WESTREX COMPANY, NEW ZEALAND, LTD., Head Office of Area: 58 Kent Terrace, Wellington. Products Sold: Westrex Co. line. AREA SERVED—New Zealand.

WESTREX COMPANY, NEW ZEALAND, LTD., c/o St. James Theatre, Moray Place, Dunedin. Products Sold: Westrex Co. line.

PHILIPS ELECTRICAL INDUSTRIES OF NEW ZEALAND, LTD., P. O. Box 2097, Wellington. Products Sold: Philips Projection and Sound Equipment.

CHARLES CARRAD, P. O. Box 5020, Civic Theatre Building, Auckland, New Zealand. Products Sold: Philips Projection and Sound Equipment.

NICARAGUA

OCTAVIO ROCHA, Apartado 2-4-2, Managua. Products Sold: National Theatre Supply Company line, "National" Carbons. AREA SERVED—Nicaragua.

SUCESORES DE RAFAEL CABRERA, Apartado 1267, Telephone: 3037, Managua. Products Sold: Ballantyne Royal Sound Master Theatre Equipment, RCA 16mm Projectors.

NIGERIA

COMPANIE FRANCAISE DE L'AFRIQUE OCCIDENTALE, 7 Place d'lena, Paris 16. PERSONNEL—Nigerian Manager: Leon Morelon. Products Sold: RCA Cinema Equipment, 16mm and 35mm.

PHILIPS (NIGERIA) LTD., P. O. Box 1136, G. P. O. Lagos. Products Sold: Philips Projection and Sound Equipment.

NORWAY

AKSJESELSKAPET PROTON, Rosenkrantzgt, 11, Oslo. Products Sold: Siemens and Halske, Klangfilm Sound Equipment.

HANS H. KNUTSEN AND COMPANY Kongensgt.. 15, Oslo. Products Sold: Rank Precision Ind. Equip., Bell and Howell, Eugene Bauer, Lorraine Carbons.

NORSK A/S PHILIPS, P. O. Box 5040 Oslo. Products Sold: Philips Projection and Sound Equipment.

A/S PROTON, Rosengrautzgaten 11, Oslo. Products Sold: RCA Cinema Equipment, 16mm and 35mm.

PAKISTAN

ELECTRONICS AND FILM EQUIPMENTS, LTD., Gulistan Cinema Building, Ramna, Dacca. PERSONNEL—Manager: Karim Kassamally. Products Sold: National Theatre Supply Company line.

WESTREX COMPANY, EAST, Head Office of Area: Attar Singh Building, The Mall, Lahore. Products Sold: Westrex Co. line. AREA SERVED—Pakistan.

WESTREX COMPANY, EAST, Gulistan Building, Ramna, Dacca. Products Sold: Westrex Co. line. AREA SERVED—East Pakistan.

ELECTRONICS AND FILM EQUIPMENTS, LTD., Gulshan-E-Nusrat Building, Victoria Road, Saddar, Karachi 3. PERSONNEL—Managing Director: Arshad Hameed. Products Sold: National Theatre Supply Company line.

FILM FACTORS, LTD., Oosman Chambers, 2nd Flr., Victoria Road, Karachi 3. Products Sold: Rank Orgamisation and Cinemecanica lines.

PHILIPS ELECTRICAL COMPANY OF PAKISTAN, LTD., P. O. Box 7101, Karachi. Products Sold: Philips Projection and Sound Equipment.

WESTREX COMPANY, EAST, Karachi House, McLeod Road, Karachi. Products Sold: Westrex Co. line. AREA SERVED—West Pakistan.

ELECTRONICS AND FILM EQUIPMENT, LTD., Luxmi Mansion, The Mall, Lahore. PERSONNEL—Manager: Anwar Hussain. Products Sold: National Theatre Supply Company line.

PANAMA

PANAMA RADIO CORPORATION, P. O. Box 406, Panama City. PERSONNEL—President: A. Bletterman. Products Sold: National Theatre Supply Company line and RCA Theatre and Sound Equipment. AREA SERVED—Republic of Panama, Canal Zone.

RODRIGUEZ Y COMPANIA, P. O. Box 6619, Panama City. Products Sold: Philips Projection and Sound Equipment.

WESTREX COMPANY, PANAMA DIVISION, Litton World Trade Corp., Avienda 5a Cuba, #32-14, Panama City. Products Sold: Westrex Co. line. AREA SERVED—Panama and Canal Zone & Central America.

PARAGUAY

PHILIPS DEL PARAGUAY, S.A., Casilla de Correo 605, Asuncion. Products Sold: Philips Projection and Sound Equipment.

PERU

J. CALERO PAZ, S.A., Portal de Belen 902-914, Apartado 1281, Lima. Products Sold: National Theatre Supply Company line and RCA Theatre and Sound Equipment. AREA SERVED—Peru.

PHILIPS PERUANA, S.A., Apartado 1841, Lima. Products Sold: Philips Projection and Sound Equipment.

ERNESTO A REID, S.A., Av. Wilson 1698, Lima. Products Sold: Gaumont-Kalee line.

WESTREX COMPANY, ANDEAN, Edificio Hidalgo No. 950-954, Plaza San Martin, Lima. Products Sold: Westrex Co. line. AREA SERVED—Peru and Bolivia.

PHILIPPINES

WESTREX COMPANY, ASIA, Head Office of Area: 666 Florentina Torres, Manila. Products Sold: Westrex Co. line. AREA SERVED—Philippines.

WESTREX COMPANY, ASIA, Legaspi Street, Cebu City. Products Sold: Westrex Co. line.

WESTREX COMPANY, ASIA, 227 Legaspi Street, Davao City. Products Sold: Westrex Co. line.

WESTREX COMPANY, EAST, Jalandoni Int., Iloilo City. Products Sold: Westrex Co. line.

S. M. BERGER AND COMPANY, LTD., 523 Bustos, Corner Rigal Ave., Manila. PERSONNEL—Manager: Bela Bass. Products Sold: National Theatre Supply Company line.

PHILIPPINE ENGINEERING CORPORATION, 936 Raon St., Quiapo, Manila. Products Sold: RCA Theatre and Sound Equipment.

PHILIPS INDUSTRIAL DEVELOPMENT, INC., 544 San Luis St., P. O. Box 2205, Ermita, Manila. Products Sold: Philips Projection and Sound Equipment.

PORTUGAL

CENTRO DE COOPERACAO TECHNICA, Rua Dom Joao V, No. 2, Lisbon. Products Sold: Gaumont-Kalee line.

INSTITUTO PASTEUR de LISBOA, R. Nova do Almada 69, Lisbon. Products Sold: RCA Theatre and Sound Equipment.

PHILIPS PORTUGUESA, S.A.R.L., Rua Joaquim Antonio de Aguiar 66, Lisbon. Products Sold: Philips Projection and Sound Equipment.

TELECTRA EMPRESA TECNICA DE EQUIPAMENTOS ELECTRICOS, S.A.R.L., R. Rodigo da Fonseca, 103 r/c, Lisbon. Products Sold: RCA Cinema Equipment, 35mm and 16mm.

PORTUGUESE EAST AFRICA

ZUID-AFRIKAANSCH, HANDELSHUIS, N. V., P. O. Box 385 Beira; P. O. Box 471, Lourenco Marques; P. O. Box 111 and 124, Mocambique; Nacala; P. O. Box 124, Nampula; P. O. Box 300, Quelimane. Products Sold: Philips Projection and Sound Equipment.

PORTUGUESE WEST AFRICA

SOCIEDADE COMMERCIAL LUSO-HOLANDESA LDA., "LUSOLANDA" Caixa Postal 26, Benquela. Products Sold: Philips Projection and Sound Equipment.

SOCIEDADE COMMERCIAL LUSO-HOLANDESA LDA., "LUSOLANDA," Lobito. Products Sold: Philips Projection and Sound Equipment.

SOCIEDADE COMMERCIAL LUSO-HOLANDESA LDA., "LUSOLANDA," Caixa Postal 178, Luanda. Products Sold: Philips Projection and Sound Equipment.

EL SALVADOR

MANUEL VIEYTEZ, IA Calle Poniente No. 430, San Salvador. Products Sold: National Theatre Supply Company line.

PHILIPS DE EL SALVADOR S.A., P. O. Box 865, San Salvador. Products Sold: Philips Projection and Sound Equipment. COUNTRY SERVED—El Salvador.

RADIO ELECTRICA, S. A., La Calle Poniente No. 2, San Salvador. Products Sold: RCA Cinema Equipment, 16mm and 35mm.

SAUDI ARABIA

MOHAMED MAHMOOD ZAHID AND BROTHERS, Jeddah. Products Sold: RCA Theatre and Sound Equipment. AREA SERVED—Saudi Arabia, Yemen.

SINGAPORE

EDWARD EU AND COMPANY, LTD., 1 Orchard Road, Singapore 9. Products Sold: RCA Cinema Equipment, 35mm and 16mm.

H. A. O'CONNOR & CO., LTD., Laidlaw Building, Battery Road, P. O. Box No. 252, Singapore. PERSONNEL—Managing Director: F. Hickley. Executive Director: P. H. B. Dowson. General Sales Manager: P. J. Richmond. Products Sold: Gaumont-Kalee, "Ship" Carbons, Bell and Howell.

PHILIPS SINGAPORE, LTD., N.T.S. Building, D'Almeida Street, Singapore1. Products Sold: Philips Projection and Sound Equipment.

SHAW BROTHERS, LTD., 112/120 Robinson Rd., Singapore. Products Sold: National Theatre Supply Company line. AREA SERVED—Malaya.

MESSRS. WILLIAM JACKS & COMPANY (MALAYA) LTD., Ocean Building, P. O. Box 197, Singapore. Telephone: 94841. Products Sold: Philips Projection and Sound Equipment.

SOCIETY ISLANDS

ESTABLISSEMENTS DONALD TAHITI, Papeete, Tahiti. Products Sold: RCA Theatre and Sound Equipment.

SOUTH AFRICA, REPUBLIC OF

AFRICAN CONSOLIDATED FILMS, LTD., Head Office: Broadcast House, 170 Commissioner St., Box 4552, Johannesburg. Branches: Cape Town—26 Commercial St., Box 701. Port Elizabeth—Grand Theatre, Main St., Box 347. Durban—241 Smith St., Box 2352. Bulawayo—Palace Theatre, 11th Ave., Box 537. Nairobi—Corner Govt. Road and Queensway, Box 2682. PERSONNEL—N. Bennett, R. H. Jameson. Products Sold: National Theatre Supply line, RCA Theatre and Sound Equipment, G. B.-Kalee. AREA SERVED—Africa, South of Equator.

EMPIRE FILMS S.A. (Pty.) LTD., Head Office: 12th Floor, Philadelphia Corner, Von Weilligh & Jeppe Sts., Johannesburg. Branches: Cape Town, P. O. Box 2223; Durban, P. O. Box 2682; Port Elizabeth, P. O. Box 105; Salisbury, P. O. Box 677; Nairobi, P. O. Box 4186. PERSONNEL—William Boxer, managing director; E. Marshall, consulting engineer; S. L. Silver, sales mgr.; D. Williams, sound engineer. Products Sold: Complete cinema equip., Cinemeccanica 35/70mm.

DAVID POLLOCK (PTY) LTD., 36 Plein Street, Johannesburg. Products Sold: Westrex Co. line. AREA SERVED—Republic of South Africa.

SOUTH AFRICAN PHILIPS (PTY.) LTD., Herb St., P. O. Box 7703, Johannesburg. Products Sold: Philips Projection and Sound Equipment.

SOUTHERN RHODESIA

PHILIPS RHODESIAN (PRIVATE), LTD., P. O. Box 8003, Belmont. Products Sold: Philips Projection and Sound Equipment.

PHILIPS RHODESIAN (PRIVATE), LTD., P. O. Box 994, Salisbury. Products Sold: Philips Projection and Sound Equipment.

SPAIN

WESTREX COMPANY, IBERICA. Head Office of Area: Avenida Jose Antonio 636, Barcelona. Products Sold: Westrex Co. line. AREA SERVED—Spain.

RCA ESPANOLA, S. A., Avenila de America y Hernandez de Tejeda (Frente Estudios CEA, Ciudad Lineal), Madrid. Products Sold: RCA Theatre and Sound Equipment.

PHILIPS IBERICA, S.A.E., Paseo de las Delicias 65, Madrid. Products Sold: Philips Projection and Sound Equipment.

WESTREX COMPANY, IBERICA, Avenida Jose Antonio 66, Madrid. Products Sold: Westrex Co. line.

SUDAN

G. & A. E. LICOS, LTD., P. O. Box 183, Khartoum. Products Sold: Gaumont-Kalee Theatre Equipment.

GELLATLY, HANKEY AND CO. (ENGINEERING), LTD., P. O. Box 150, Khartoum. Products Sold: Philips Projection and Sound Equipment.

SURINAM

C. KERSTEN AND COMPANY, N.V., P. O. Box 216, Paramaribo. Products Sold: Philips Projection and Sound Equipment.

SWEDEN

SVENSKA A. B. PHILIPS, Gavlegatan 16, Stockholm 6. Products Sold: Philips Projection and Sound Equipment.

SVENSK TON-FILM, Odengatan 100, Stockholm. Telephone: 23 1700. Products Sold: RCA Cinema Equipment, 16mm. Sound Film Studio Services.

SWITZERLAND

VICTOR FILM, LTD., Adlerstrasse 23, Bale. Telephone: 061, 41, 62, 40.

CINE SERVICE, BASEL, Steinengraben 77, Basel. Products Sold: Westrex Co. line.

JACQUES BAERLOCHER CORPORATION FOR ELECTRONIC PRODUCTS, Nuschlerstrasse 31, Zurich. Products Sold: RCA Theatre and Sound Equipment. AREA SERVED—Switzerland.

PHILIPS A. G., Philips Haus, Edenstrasse 20, Zurich 3/45. Products Sold: Philips Projection and Sound Equipment.

SYRIA

(See UNITED ARAB REPUBLIC)

TANGIER

A. S. COHEN, Calle Mejico 78-A, Tangier. Products Sold: Gaumont-Kalee line.

U. S. PRODUCTS, INC., 5 Rue de Viques, Tangier. Products Sold: RCA Cinema Equipment, 16mm and 35mm.

THAILAND (SIAM)

BARROW, BROWN AND COMPANY (1948), LTD., Barrow, Brown Bldg., Bangkok. PERSONNEL—Manager: G. H. Y. Grant. Products Sold: RCA Theatre and Sound Equipment.

K. K. TSAN, Capitol Theatre, 311, New Road, P. O. Box 141, Bangkok.

THE LIGHT & SOUND (THAI) COMPANY, LTD., Phayasri Square, New Road, Bangkok. Telephone: 27973. Products Sold: Theatre Supplies.

PHILIPS ELECTRICAL COMPANY OF THAILAND, LTD., 283 Silom Road, Bangkok. Products Sold: Philips Projection and Sound Equipment.

VICTORIOUS COMPANY, LTD., 620 Jakaphet Road, Bangkok. Products Sold: National Theatre Supply Company line.

TUNISIA

SOCIETE TUNISIENNE PHILIPS, 32, Bis, Rue Lavigeria, Tunis. PERSONNEL—Manager: V. R. Bernard. Technical Assistant: L. Bouissou. Products Sold: Philips Projection and Sound Equipment.

PALAIS DE LA TELEVISION, 9 Ave. de Carthage, Tunis. Products Sold: Westrex Co. line.

TURKEY

NEFAN LTD., Yeni Han 6, Beyoglu, Istanbul. Telephone: 441408. Products Sold: Westrex Co. line. AREA SERVED—Turkey.

TEKNIKA, T.A.S., P. O. Box Galata 153, Istanbul. Products Sold: RCA Theatre and Sound Equipment. AREA SERVED—Turkey.

TURK PHILIPS, T.A.S., Posta Kutusu 504, Beyoglu, Istanbul. Products Sold: Philips Projection and Sound Equipment.

UNITED ARAB REPUBLIC

WESTREX COMPANY, EAST, 39 Sharia Talaat Harb, Cairo U.A.R. Products Sold: Westrex Co., line. AREA SERVED—Egypt.

THE GABRI COMPANY, 51 Ibrahim Pasha St., Cairo (Egypt). Products Sold: RCA Cinema Equipment, 16mm and 35mm.

THE GENERAL COMPANY FOR PHARMACEUTICALS, P. O. Box 600, Cairo (Egypt). Products Sold: Gaumont-Kalee line.

PHILIPS ORIENT, S.A., P. O. Bag Sidi-Gaber, Alexandria, Egypt. Philips Projection and Sound Equipment.

NASR ELECTRICAL & ELECTRONICS CO., S.A.A. 26, sh. Adly, Cairo, Egypt. Products Sold: Philips Projection and Sound Equipment.

ETS. PHOTO-CINE AZAD, P. O. Bov 630 Damascus, (Syria) Products Sold: Gaumont-Kalee line.

PHILIPS MOYEN-ORIENT, S. A., P. O. Box 2336 Damascus (Syria). Products Sold: Philips Projection and Sound Equipment.

URUGUAY

CINEMATOGRAFICA GLUCKSMANN, S.A., Rio Branco 1320-26, Montevideo. PERSONNEL—Owner and Manager: Bernardo Glucksmann. Products Sold: National Theatre Supply line. AREA SERVED—Uruguay.

CUFE, S.A., Colonia 1189, Montevideo. Products Sold: RCA Cinema Equipment, 16mm.

H. GARCIA AROCENA, San Jose 1202 Esq. Cuareim, Montevideo. Products Sold: Gaumont-Kalee line.

PHILIPS DEL URUGUAY, S.A., Casilla Correo 294, Montevideo. Products Sold: Philips Projection and Sound Equipment.

VENEZULA

DUPLEX INDUSTRIAL, C. A., Apartado 1995, Caracas. Products Sold: Gaumont-Kalee line.

C. A. PHILIPS VENEZOLANA, Apartado 1167, Caracas. Products Sold: Philips Projection and Sound Equipment.

NATIONAL SUPPLY, S.A., Gorda a Aserradero 32/34, Caracas. PERSONNEL—Manager: Augusto M. Matilla. Products Sold: National Theatre Supply Company line.

STANDARD ELECTRIC, S.A., Apartado 2627, Caracas. Edif. Las Funciones: Av. Andrés Bello. PERSONNEL—Manager: José Castañeda. Products Sold: RCA Theatre and Sound Equipment. AREA SERVED—Venezuela.

WESTREX COMPANY, CARIBBEAN, Edificio Karam, Oficina 210 Ibarras a Pelota, Caracas. Products Sold: Westrex Co. line. AREA SERVED—Venezuela.

WEST INDIES

Aruba

E. DE VEER'S CHAIN THEATRES, P. O. Box 3, Aruba. Products Sold: National Theatre Supply Company line.

Cuba

IMPORTADORA ASPA, Edificio Centro Filmico, Almendares y Desague, Havana. Products Sold: Gaumont-Kalee line.

NATIONAL SUPPLY, S.A., Almendares #166, Filmcenter, Habana. Telephones: U-5237—(Emergency Night) F-3798. PERSONNEL—P. Saenz. Products Sold: National Theatre Supply Company line. AREA SERVED—Cuba.

STANDARD ELECTRIC, S.A., Almendares 168, Filmcenter, Habana. PERSONNEL—President: Edward E. Chisholm. Products Sold: RCA Theatre and Sound Equipment.

*VINCENT VASQUEZ, Accesorios Cinematografios, Calle Almendares No. 205, Filmcenter, Habana.

WESTREX COMPANY, CARIBBEAN, Almendares 180 (Film Centro), Habana. AREA SERVED—Cuba.

Curacao, Netherlands Antilles

EL LOUVRE, S.A., P. O. Box 138, Curacao. Products Sold: RCA Theatre and Sound Equipment.

N. V. BIOSCOOP MAATSCHAPPIJ CINELANDIA, P. O. Box 13, Curacao. PERSONNEL—Directors: Frank Brandao, Alfred Moron, Jr., Michael Herbert Pinedo. Products Sold: National Theatre Suply Company line. AREA SERVED—Curacao.

PHILIPS ANTILANA N.V., P. O. Box 523, Willemstad. Products Sold: Philips Projection and Sound Equipment.

Haiti

SOCIETE HAITIENNE d'AUTOMOBILES, Mallenbranche, Gentil Bogat and Company, Port-au-Prince. Products Sold: RCA Theatre and Sound Equipment.

Jamaica

PALACE AMUSEMENT COMPANY (1921) LTD., La South Camp Rd., P. O. Box 211, Kingston, Jamaica, West Indies. PERSONNEL — Managing Director: Douglas Graham; Assistant Manager: Lloyd Alberga; Executive Engineer: Balfour Richards; Chief Accountant: Hugh Terrelonge. Products Sold: Rank Precision Industries (England), Bell & Howell 8mm & 16mm Cine Equipment, Arriflex Cine Equipment, Cable address: PALAMCO, Kingston, Jamaica. Telephone: 81248 (3 lines).

RUEL SAMUELS, 2 Lismore Avenue, Kingston. Products Sold: Westrex Co. and Frieseke & Hoepfner line. AREA SERVED—Jamaica.

MESSRS. SPROSTONS, P. O. Box 139 Kingston. Products Sold: Philips Projection and Sound Equipment.

Puerto Rico

SAMBOLIN AND FIGUEROA, Santuce and Ponce. Products Sold: Philips Projection and Sound Equipment. AREA SERVED—Puerto Rico.

EDUARDO G. GONZALES, P. O. Box 3871, San Juan. PERSONNEL—Owner: Eduardo G. Gonzales; General Manager: Octavio A. Costas. Products Sold: National Theatre Supply Company line. AREA SERVED—Puerto Rico.

THE ALDEN CORPORATION, 524 Ponce de Leon Ave., San Juan. Products Sold: Westrex Co. line. AREA SERVED—Puerto Rico.

Trinidad

INVESTMENTS AND AGENCIES, LTD., 94-96 Henry St., Port of Spain. Products Sold: Philips Projection and Sound Equipment.

A. J. MAURITZEN & COMPANY, P. O. Box 471, Port of Spain. Products Sold: Gaumont-Kalee seating.

NATIONAL UNION RADIO SERVICE, 9 Cornelio St., Port of Spain. PERSONNEL—Owner and Manager: J. H. Fung. Products Sold: National Theatre Supply Company line. Lorraine Carbons. AREA SERVED—Trinidad, British Guiana, Venezuela.

F. A. SIMPSON & COMPANY, 27/31 Henry Street, Port of Spain. Products Sold: Gaumont-Kalee line.

LUCKY SAMAROO AND SONS, P. O. Box 517, Port of Spain. Products Sold: RCA Theatre and Sound Equipment.

WESTREX COMPANY, CARIBBEAN, 11 Edward St., Port of Spain. PERSONNEL—Manager: E. F. Vanderhoek. Products Sold: Westrex Co. line. AREA SERVED—Trinidad, Barbados, British, Dutch, and French Guianas; Leeward and Windward Islands.

PRICE SLASHED!

~~$7.50~~

LAST CALL — $2.75

First come,

First served!

While they last!

LAYOUTS • STYLES • CROPPING PHOTOS • ORDERING CUTS • REVERSE PLATES • THE AMUSEMENT PAGE • OFFSET • BALANCE • HEADLINE WRITING • SALES LINES • TYPE FACES • COPY WRITING • COMPOSITION • SIGNS • LETTERPRESS • OFFSET • SILK SCREEN • MATS • THE AMUSEMENT PAGE • SAMPLING • HERALDS • WINDOW CARDS • COUNTER CARDS • and 1000's OF OTHER ADVERTISING SUBJECTS. *Authored by Men who Know!*

CHICK LEWIS PRESENTS
SHOWMANSHIP IN ADVERTISING
THE PRINCIPLES OF THEATRICAL ADVERTISING FULLY EXPLAINED & DEMONSTRATED FOR THEATRE MEN ADVERTISING MEN BUSINESS MEN!
THE KNOW HOW AND SHOW HOW FROM BARNUM to TELEVISION
by BILL HENDRICKS • MONTGOMERY ORR
THE FUNDAMENTALS OF SALESMANSHIP IN PRINT
A GUIDE TO THE CREATION AND PRODUCTION OF MAGNETIC, EYE-PHILLING ADS

•
236 BIG PAGES

HELP YOURSELF TO EXPERIENCE!

DO IT NOW!

MOTION PICTURE EXHIBITOR
BOOK SHOP 317 N. Broad St., Philadelphia 7, Pa.

Enclosed $.................................. for .... copy(s) of
"SHOWMANSHIP IN ADVERTISING"
ship postpaid to:
NAME ....
ADDRESS ....
No COD Shipments — In Canada add 25¢ — Foreign add 50¢

MOTION PICTURE

EXHIBITOR

APRIL 8, 1964

Volume 71 Number 13

IN TWO SECTIONS • THIS IS SECTION ONE

Calif. Pay-TV Battle Continues

(See Page 7)

Details Of Ruling In "Stranger" Case

(See Page 10)

Attorney General Robert F. Kennedy's Justice Department is currently receiving an ever-increasing number of exhibitor complaints against alleged unfair trade practices, particularly in the area of blind bidding.

BIDDING—A GAME FOR KNUCKLEHEADS

. . . see editorial—page 3

*tăm′ a·hĭne

MEANS **MONEY** IN ANY LANGUAGE!

She loved the Whole Student Body...and they sure Loved Hers!!
A Boys' School is Turned into a DISASTER AREA when a Tahitian Typhoon comes Blasting Through!

Metro-
Goldwyn-
Mayer and
Seven Arts Productions
present

Nancy Kwan "Tamahine"

as the WILD wahine*

Cinemascope and Metro**COLOR**

ALSO STARRING John Fraser · Dennis Price · SCREEN PLAY BY Denis Cannan · DIRECTED BY Philip Leacock · PRODUCED BY John Bryan

An Associated British Corporation Production

*LOOK IT UP IN YOUR TAHITIAN DICTIONARY!

M-G-M IS ON THE MOVE

The Trade Paper Read by Choice—Not by Chance

Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 109 Market Place, Baltimore, Md. 21202. New York field office: 1600 Broadway, Suite 604, New York 10019, West Coast field office: William M. Schary, 818 S. Curson Ave., Los Angeles, Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.: Albert Erlick, editor; George Frees Nonamaker, feature editor; Mel Konecoff, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscriptions: $2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, $5 per year (50 issues). Special rates for two and three years on application. Single copy 25¢. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WAlnut 2-1860.

Member Audit Bureau of Circulations

Volume 71 • No. 13

APRIL 8, 1964

EXHIBITOR
Plus...
SHOWMENS TRADE REVIEW

BIDDING—A GAME FOR KNUCKLEHEADS

Attorney General Robert F. Kennedy graces our cover this week, and that is no accident. He is there not because he is photogenic (although he is) but because more and more theatremen are looking to his Justice Department as well as to other federal agencies for help in combatting unfair trade practices that threaten to destroy the motion picture industry as we know it.

During the past few weeks, we have been in contact with many exhibitors who are being forced to bid for film by companies they have supported for years. They find themselves now at a crucial crossroads, and the direction they pursue may well decide whether or not they can remain in business.

The culprit is greed on the part of some distributors looking for a fast dollar. These men, willing to accept a top bid regardless of the situation, are awarding pictures to theatres that are totally unable to pay the top dollar.

Some of these pictures are going to theatres with lesser seating capacity, in poorer neighborhoods miles out of town, with no matinee business to speak of or no matinees at all, and with a lack of advertising. These desperate exhibitors, surviving at best on a marginal basis, are poor businessmen, to say the least. These are the "knuckleheads" who are contributing to exhibition's plight.

This can be termed management by crisis, and the shadows being cast by the situation are ominous. Having bid fabulous prices for pictures that don't gross near the bidding price after several weeks, these theatremen are the laughing-stock of distributors and competing theatremen. But their situation is not really funny—it is desperate. These theatres are courting disaster. The bodies are still warm, but not for long.

Let us point out here that when a proper first run makes a bid and does corresponding business—that's one thing. However, it doesn't take a genius to figure out that theatres bidding way over their economic heads will soon be out of business. With their demise will come a corresponding decline in the number of sales possibilities for distribution. They will have killed off their customers.

Fear and distrust breeds lies and deceit. We know of two distribution executives who are in the habit of giving out false and misleading information regarding bids to competing theatremen in order to raise the bids. It is no secret that exhibitors with their backs to the wall have been caught every day underreporting grosses. These are two sides to the same story, and no industry can hope to grow in such an atmosphere.

We respectfully suggest that you snip this editorial, watch developments, and see if we haven't called these shots accurately. The motion picture industry is sitting on a powder-keg, and somebody is going to get badly hurt unless reforms are instituted by someone.

As we said in the beginning, it is no accident that Attorney General Kennedy is on the cover of this week's issue. How long can the Justice Department and the Federal Trade Commission ignore a problem that threatens the livelihoods of an entire industry?

DANCING IN THE DARK

One of the functions of a trade magazine in any industry is to funnel information to industry members who can't keep up with everything that is going on in any other way. One of these channels of communication is that connecting buyer and seller. In just about every business, the seller is tickled pink at the job done by the trade press in keeping his potential customers well informed. In the motion picture industry, it seems sometimes that the seller is anxious instead to keep the buyer as ignorant as possible.

A valued friend of MOTION PICTURE EXHIBITOR, who has been reading our publication from cover to cover for more than a quarter of a century, recently renewed his subscription for the umpteenth time. He sent along a note criticising what he referred to as our lack of cooperation in bidding situations. He wondered why he was being asked to bid for pictures that had not yet been reviewed in the publication. He reasoned, and rightly so, that he couldn't buy intelligently if he didn't know what he was buying.

We explained that all trade papers must respect the review dates specified by distributors and that in many cases, these dates are set so close to opening engagements that bidding situations are just out of luck. We have condemned blind bidding on numerous occasions.

At this moment, reviewers from MOTION PICTURE EXHIBITOR have seen exactly 14 features which we are unable to review until given the green light by the distributors. We are as frustrated as the theatremen who depend on our reviews. One of these pictures was screened in 30 cities to thousands of people (including a handful of exhibitors, no doubt), and yet we are unable to review it. It's not a clinker, either. In fact, we think it will be a top moneymaker.

In the early days of bidding, we used to wire "collect" advance reviews to those exhibitors who needed them. Now, however, a great many are bidding, and in too many cases, everyone is forced to bid blind. There are more than a few industryites who believe that certain favored circuits are represented at private screenings, giving them a edge over their less fortunate brothers. Blind bidding breeds this sort of distrust.

The trade papers need your help. Let distributors know that you don't want to bid until you have more information, and maybe trade papers will be permitted to do their job.

Can you imagine a distributor buying an independent production he has never seen? Why must exhibitors buy a pig in a poke?

THE SOUND OF THE FIRST OF 20TH'S 19

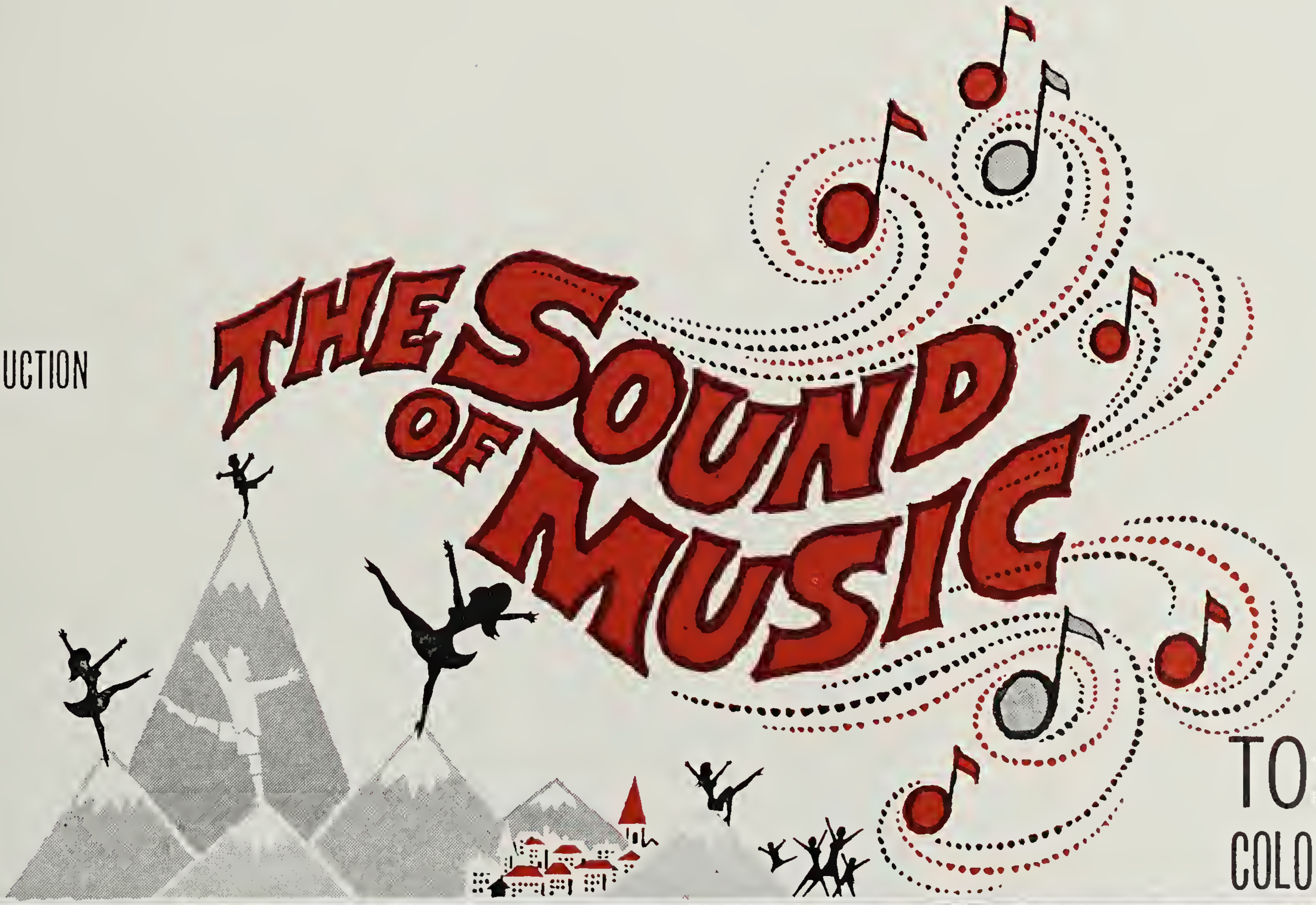
STARRING

JULIE ANDREWS · CHRISTOPHER PLUMMER · CO-STARRING RICHARD HAYDN · PEGGY WOOD

Based on the Stage Musical THE SOUND OF MUSIC · Book by HOWARD LINDSAY & RUSSEL CROUSE · Produced by LELAND HAYWAR

OADSHOWS IS NOW IN PRODUCTION!

ERT WISE PRODUCTION



TODD-AO
COLOR BY DE LUXE

PARKER · DIRECTED BY ROBERT WISE · SCREENPLAY BY ERNEST LEHMAN · ASSOCIATE PRODUCER SAUL CHAPLIN · MUSIC & LYRICS BY RICHARD RODGERS & OSCAR HAMMERSTEIN, II

ESS"

DAY, RICHARD RODGERS & OSCAR HAMMERSTEIN, II · Produced by ARGYLE ENTERPRISES INC. · Released by TWENTIETH CENTURY-FOX

NEWS CAPSULES

FILM FAMILY ALBUM

Arrivals

Kenneth A. Green, publicity chief for **Carl Foreman** in Great Britain, is celebrating the birth of a six pound, 14 ounce daughter, **Lesa**. His wife, **Orina**, is well known around British studios as a publicity secretary.

A daughter, **Nicole Amory**, was born to **Mr. and Mrs. Thomas Silk, Jr.**, at Oakland, Calif. Mrs. Silk is the daughter of industry advertising executive **Charles Schlaifer**.

Diamond Rings

Mr. and Mrs. Charles Schlaifer announced the engagement of their daughter, **Roberta Sandra**, to **Dr. Howard Semer**. Schlaifer heads Charles Schlaifer and Company, industry advertising firm.

Obituaries

Leon Goodman, founder of Leon Goodman International, leading creators of show business displays and enthusiastic Variety Club worker, was killed with his wife, **Dolly**, tv and newspaper personality **Nancy Spain**, magazine editor **Joan Werner Laurie**, and the pilot when their air taxi crashed while landing for the Grand National Steeplechase at Aintree.

Jack Jaslow, 64, independent film distributor and a motion picture projectionist, died in Germantown Hospital, Philadelphia. He is survived by his wife, a daughter, two brothers, four sisters, and two grandchildren.

Movie, TV Producers Merge

HOLLYWOOD—A merger of the Association of Motion Picture Producers and the Alliance of TV Film Producers was effected here, after several years negotiations.

The combined group will be known as the Association of Motion Picture and Television Producers.

Charles Boren, executive vice-president of AMPP, who continues as chief executive officer of AMPTP, said, "The consolidation will bring under one roof major elements of the entertainment industry in Hollywood. The interests of all concerned will be served better by a single organization."

New Post For Para.'s Gillis

NEW YORK—Herb Gillis has been appointed U. S. and Canadian sales director for special attractions, it was announced by Paramount general sales manager Charles Boasberg.

Working under Boasberg's supervision, Gillis will direct sales and bookings for Paramount's two current road show attractions, Samuel Bronston's "The Fall of the Roman Empire" and Hal Wallis' "Becket."

Va. Exhib Convention Set

RICHMOND, VA.—The annual convention of the Virginia Motion Picture Theatre Association will be held at the Cavalier, Virginia Beach, Va., July 20-22.

FORMS FOR THIS PAGE CLOSED AT 5 P.M ON MON., APRIL 6

Academy Honors Spiegel

HOLLYWOOD—Sam Spiegel has been voted the Irving G. Thalberg Memorial Award by the Board of Governors of the Academy of Motion Picture Arts and Sciences.

Presentation will be made on Monday, April 13, at the 36th annual "Oscar" show, at which time all other winners will be revealed.

Long regarded as one of the screen's leading motion picture makers, Spiegel's record of achievement includes three "Oscar"-winning films, "On The Waterfront," 1954; "The Bridge On The River Kwai," 1957; and "Lawrence Of Arabia," 1962. In addition, several of his other films, such as "The African Queen" and "Suddenly, Last Summer," have received multiple nominations, with Humphrey Bogart winning the "Oscar" for his performance in "The African Queen."

"What A Way To Go"

To put it simply, 20th-Fox's "WHAT A WAY TO GO," in CinemaScope and Color, will be one of the season's biggest box-office hits. Shirley MacLaine is plain wonderful, and what a crop of leading men—Paul Newman, Robert Mitchum, Dean Martin, Gene Kelly, Bob Cummings, and Dick Van Dyke.

We just dare anyone to see this terrific comedy and not laugh himself silly. This is entertainment-plus.

Producer Arthur P. Jacobs and director J. Lee Thompson must be blushing with pride. Add to this bonanza of fun some of the loveliest clothes ever worn by Miss MacLaine to excite the ladies, and "WHAT A WAY TO GO" shapes up as a good reason to own some 20th-Fox stock. What this industry needs badly are more films like this. Book it now—he who hesitates is lost.

JAY EMANUEL

BROADWAY GROSSES

Holdovers Show Legs

NEW YORK—The Easter holiday push continued in the Broadway first runs with holdovers registering okay grosses.

"OH, MY DARLING DAUGHTER" (Zenith-Int.). Paramount, with aid of rock 'n' roll stage show, did $52,000 for five days.

"THE WORLD OF HENRY ORIENT" (UA). Radio City Music Hall, with stage show, reported $130,150 on Thursday through Sunday, with the third week sure to top $180,000.

"THE FALL OF THE ROMAN EMPIRE" (Paramount). DeMille stated the second week was $42,000.

"IT'S A MAD, MAD, MAD, MAD WORLD" (UA-Cinerama). Warner Cinerama garnered $58,495 on the 20th week with extra shows.

"THE INCREDIBLE MR. LIMPET" (Warners). Astor reported $10,000 for the second week.

"DR. STRANGELOVE OR: HOW I STOPPED WORRYING AND LEARNED TO LOVE THE BOMB" (Columbia). Victoria announced the ninth week was $35,000.

"SEVEN DAYS IN MAY" (Paramount). Criterion stated the seventh week was $29,500.

"CLEOPATRA" (20th-Fox). Rivoli reported $25,000 for the 39th week.

"CAPTAIN NEWMAN" (U). RKO Palace did $19,000 on the second week.

"BECKET" (Paramount). Loew's State did $45,000 on the fourth week.

Blumenstock To Embassy

NEW YORK—The appointment of Sid Blumenstock as director of advertising of Embassy Pictures was announced by Leonard Lightstone, executive vice-president of the company. Blumenstock, who had previously held an executive-advertising position with Embassy, as he has had with several major motion picture companies, has resigned from the Monroe Greenthal Advertising Agency to assume his new post.

Universal recently held a screening of "The Island Of The Blue Dolphins" and a luncheon for members of the reviewing group of the Motion Picture Association's Green Sheet in New York. Seen are Robert B. Radnitz, producer of the picture, who spoke to the members; MPA executives Taylor Mills and Marie Hamilton; and Paul Kamey, Universal's eastern publicity manager.

Pay-TV Law's Author In Turnabout

Calif. Assemblyman Now Seeks Stricter Controls, Or Pledges To Support Push To Repeal Measure

LOS ANGELES—The author of California's pay-tv law declared he supports the initiative which would repeal the act and is considering introduction of new legislation containing "strict controls to protect the public from pay-tv exploitation."

Assemblyman Pearce Young, Napa Democrat, said he and Assemblyman Nicholas C. Petris, Oakland Democrat and chairman of the revenue and taxation committee, are considering legislation which would:

"Limit programs on pay-tv to fields which are not now covered by free-tv; require that there be no commercials on pay-tv."

"If the pay television people oppose such controls and regulation, after reasonable discussion, then I will actively join the fight against them," Young warned.

Young said he is taking his stand in order to "clear up some misinterpretations which have surrounded the pay-tv legislation I introduced in the 1963 extraordinary session after Petris had sponsored a similar bill at the regular session.

"My bill simply stated that if pay-tv were started in California, the state and local governments should receive appropriate revenues as a result of this new communication device.

"It was my intention that the bill should be a revenue measure only and not a means of adjudicating the relative merits of pay and free-tv.

"I am personally against pay-tv if it means the citizen will have to pay additionally for the same type of programming they receive today on free-tv. If we could limit pay-tv to cultural events at a cost less than people would have to pay at the box office, then this would be a great new service to the people.

"But we must make certain that it does not take away from television viewers the fine free programs it is now receiving. In short, I mean that pay-tv must be a supplement to existing television, not a usurper.

"I feel very strongly about this because I support the reasoning that television must be considered in the public domain. The free programming of today is a source of entertainment and information to millions, and it must be protected against exploitation by any kind of monopoly which could buy away these programs for the benefit of a relatively small number of people."

The Citizens' Committee for Free-TV is circulating petitions seeking to place on the Nov. 3 general election ballot a measure declaring pay-tv "contrary to public policy" and revoking the pay-tv law.

Ways and means whereby the National Association of Broadcasters can render service to the TOA Joint Committee Against Pay TV were explored here when Douglas Anello, NAB general counsel, met with representatives of the Citizens Committee for Free TV.

At its board of directors meeting in February in Florida, the NAB went on record in opposition to pay television in any form. In Los Angeles, Anello discussed methods by which the NAB can aid in the campaign to repeal the California law which permits pay tv in the state.

Subscription TV Files Amended Suit In Calif.

HOLLYWOOD—An amended suit has been filed before U. S. District Court Judge William C. Mathes by attorneys for Subscription TV against the Crusade for Free TV and 20 exhibitors and corporation defendants. It contains practically the same charges as in a complaint thrown out by the judge 10 days ago.

This time, however, the suit emphasizes "sham" and "subterfuge" on the part of the defendants, and seeks an injunction along with damages of $117,541,500.

The complaint states that the defendants are trying to monopolize feature films and don't "want us to get into the business."

The injunction is asked by the plaintiffs to enjoin the defendants, officers, and agents "from continuing illegal activity in violation of the antitrust laws of the U. S. and State of California."

AA Ad Dept. To N. Y.; Goldstein Named Director

NEW YORK—Allied Artists Pictures Corporation is moving its advertising and publicity departments and its operations from its studio to the home office in New York, it was announced by Steve Broidy, president. He announced the appointment of Jack Goldstein as national director of advertising, publicity, and exploitation for the company. Sanford Abrahams remains on the coast as director of public relations.

This move is being taken in the interest of top efficiency, enabling this department and its operations to function in close proximity with the company's sales department, and is in keeping with the company's policy of expanded distribution, while still participating in production.

Goldstein is a veteran advertising and publicity executive, having held many important posts for major motion picture companies. He was formerly eastern publicity director for 20th-Fox, advertising and publicity director for David O. Selznick Enterprises, director of special projects for public relations for CBS Television, and more recently national field supervisor for Samuel Bronston's "El Cid" and "55 Days At Peking," both being released by Allied Artists.

Deneau To Rugoff Theatres

NEW YORK—Sidney G. Deneau has been named executive vice-president of Rugoff Theatres, Inc., it was announced by Donald S. Rugoff, president.

A veteran motion picture and theatre executive, Deneau had been general manager of the Schine Circuit and later vice-president and assistant general sales manager of Paramount Pictures Distribution Corporation.

Until recently, Deneau was vice-president and general sales manager of Continental Pictures Distribution Corporation.

In line with the Rugoff company's plans for expansion, Deneau's newly created position will figure importantly in all future activities and programming.

Calif. Pay-TV Spokesmen Rap Opponents' Motives

SAN FRANCISCO—The State Public Utilities Commission held a hearing on the question of Subscription Television, Inc.'s legal right to use the telephone company's lines.

Spokesmen for Subscription Television, Inc., predicted their promotion soon will become a reality.

Union leaders contradicted each other on labor's stand in the proposed project.

William M. Bennett, PUC president, requested both sides to submit rebuttal briefs on the day's testimony as well as that taken in Los Angeles. He pointed out that his Commission's function in this instance is to determine if STV is a public utility and thereby subject to PUC regulations to protect both telephone users and Pacific Telephone and Telegraph stockholders. He did not indicate how soon a decision would be handed down, but did remind all concerned the issue to outlaw pay tv in California will be on the November ballot.

A delegation of exhibitors headed by Roy Cooper, president, Northern California Theatres Association, which originated the free-tv crusade, was in the audience. Other showmen on hand were Homer Tegtmeier and Irving Ackerman.

Robert F. MacLeod, vice president, STV, charged, "The deceptively-named Crusade For Free TV, through which the theatre owners are financing their campaign to smash competition, is really a creature of their avarice. The Citizens Committee for Free TV is a false front through which the boxoffice pay tv promoters are pouring money in the hope of brainwashing tv viewers into the erroneous belief that pay tv will deprive them of free television. Their slogan is a blatant lie through which the boxoffice pay tv operators hope to deprive the people of free choice."

MacLeod emphasized that every one of the 10 individuals who signed the articles issued by the Secretary of State to the Crusade for Free TV either operates a chain of theatres in California or is employed by a theatre chain.

"Not one of them would lift a finger tomorrow if so-called free tv were destroyed," MacLeod declared. "They lost the fight to prevent competition from free tv 20 years ago, and they are going to lose the fight against subscription television now, because the people will not be denied the right to enjoy it."

Also lending support for STV were the Screen Actors Guild and the Teamsters' Union.

T-L Gross Up, Net Down

NEW YORK—In a report to stockholders, Trans-Lux Corporation announced that gross revenues from operations rose last year to $7,575,538 from the $7,063,617 of 1962, while net income after taxes declined from $616,539 or 86 cents per share to $571,433 or 80 cents per share. The lower net was due to an increase in expenses.

Trans-Lux assets were $6,801,690 at the end of 1963, as against $7,109,919 a year earlier.

The company has set its annual stockholders' meeting for April 30.

Film Councils Boost New Features; Many Industryites In Attendance

ATLANTA—Five new major films were featured at the 10th annual conference of the Federation of Motion Picture Councils, held here last week.

From Hollywood, Harve Presnell, singing star in MGM's "The Unsinkable Molly Brown," entertained at the final banquet with songs from the film, which was screened that evening.

Robert B. Radnitz, producer of Universal's "Island Of The Blue Dolphins," addressed the conference on the subject: "Why I Produce Films for the Family Audience."

Lilia Skala, Academy Award-nominated best supporting actress in United Artists' "Lilies Of The Field," flew in from Hollywood to accept the Federation's annual award for the organization's selection of the outstanding motion picture of the year.

Dr. Francis Benjamin, professor of history in Atlanta, discussed Paramount's "The Fall Of The Roman Empire," and presented a 23-minute trailer on the film.

Gerald Rafshoon, advertising-publicity man, spoke on the work of a motion picture publicity man, and presented a 12-minute trailer narrated by Edith Head featuring the costumes from 20th-Fox's "What A Way To Go!"

Coming from New York was MGM's Silas Seadler, who spoke on "Bringing Back Great Motion Pictures" and also accepted a special award to MGM for "continuing to reissue the all-time favorite films based on the classics."

Seadler said, "The success MGM is having here, points up to theatre men the wisdom in this area, an effort that you women honor of 'balanced booking for better business' which reactivate the family trade upon which our industry was built, and brings back the so-called lost audience."

Marie Hamilton, film estimates director, discussed "The Motion Picture Council and the Green Sheet Expansion Program."

Atlanta exhibitors and distributors also participated in the program. W. W. Sherrill, MGM's branch manager in Atlanta, participated in a panel discussion, and Mel Brown, local exhibitor, discussed "The Exhibitor and the Film Council—Their Common Objectives."

Mrs. William G. Sullivan, Motion Picture Council of Greater Cleveland, is president of the Federation of Motion Picture Councils. The theme of this 10th anniversary conference was "A Decade of Progress."

Taylor Mills represented the Motion Picture Association at the conference in the absence of Mrs. Margaret G. Twyman, who will be returning to her desk about the middle of April. The Atlanta conference was held at the Atlanta Americana Motor Hotel, and the local conference chairman was Mrs. Mary Catherine Yoepp.

Kaplan Joins 20th-Fox

NEW YORK—Murray Kaplan has joined the 29th-Fox home office sales staff, it was announced by Joseph M. Sugar, vice president in charge of domestic distribution for the company. He was formerly associated in an executive sales capacity with Samuel Bronston Distribution, Inc.

New SW Penna. Theatre Wins Court Approval

NEW YORK—Federal Judge Edmund L. Palmieri approved the petition of Stanley Warner Theatres to build a theatre in the King of Prussia Plaza's shopping center in Montgomery County, Pa.

Judge Palmieri threw out all charges against Stanley Warner and said that the proposed acquisition would not unduly restrain competition, but "there is every indication that competition will be stimulated and increased."

There was vigorous opposition on behalf of Sam Shapiro, Claude Schlanger, and Lew Sablosky.

Shapiro was represented by Michael Egnal; Schlanger by Harry Ball and Sidney Orlofsky; Sablosky by Aaron Fine; and Stanley Warner by Arthur H. Schwartz and Stuart H. Aarons. The government was represented by Maurice Silverman.

Comerford Realigns Execs

SCRANTON, Pa.—Announcement was made by John Coyne, Sr., general manager of Comerford Theatres, of a realignment of the circuit's executive staff.

With the resignation of William Yurasko, circuit film buyer, who has joined the Stanley Warner Corporation, the film department will be taken over by Willard Matthews. Succeeding Matthews as director of advertising will be Edward McGovern.

Matthews, vice president of Comerford Theatres, was general manager of C & F Theatre Company in New England from 1948 to 1956, and headed the operation department for Comerford until 1960.

McGovern has served in various managerial assignments for the Comerford circuit, and has been assistant in the advertising department.

Conn. Allied Unit Reborn; Spodick Named President

NEW HAVEN—Rebirth of an Allied States Association unit took place when 31 theatres became members of both Allied Theatres of Connecticut and National Allied. The original organization had ceased to function almost five years ago.

Exhibitor Maurice H. Bailey moved that Robert C. Spodick be elected to serve as interim president and also as a National Allied director. He was unanimously elected to both posts.

Plans were laid for an organizational meeting to which all Connecticut theatre owners will be invited, and when officers and directors will be elected.

Spodick is in partnership with Leonard E. Sampson and Norman Bialek, who operate as the Nutmeg Theatre Circuit. It has houses in New Haven, Westport, Norwalk, Fairfield, and other Connecticut communities, and is currently planning on further expansion.

Attending were National Allied president Jack Armstrong, executive director Milton H. London, past president and member of the national executive committee Wilbur Snaper, and chairman of Allied Theatre Owners of New Jersey and National Allied director Irving Dollinger.

They were impressed "by the enthusiasm and determination to have a powerful and effective exhibitor organization in Connecticut."

Goldstein To Para. Int.

NEW YORK—James E. Perkins, president of Paramount International Films, Inc., announced the appointment of Milton Goldstein as his assistant for special productions.

Based in New York, Goldstein will be responsible for the company's sales activities on special productions throughout the world, exclusive of the United States and Canada.

Goldstein is returning to Paramount International after three years in Spain with the Samuel Bronston organization as vice-president in charge of foreign sales. He was previously with Paramount for 11 years, and was foreign sales coordinator for "The Ten Commandments" and "Psycho" when he left to join Bronston.

The Heart of Show Business
Variety Club
OF BUFFALO TENT No. 7

Seen discussing plans for the 1964 Variety International convention June 29-July 2 in Buffalo Tent Seven clubrooms are, left to right, Joseph Palanker, Dewey Michaels, John Ganson, Mannie Brown, and Al Becker, one of the Tent's founders.

Frankovich To Keynote Texas Circuit Convention

DALLAS—M. J. (Mike) Frankovich, first vice-president in charge of global production for Columbia Pictures, will be the keynote speaker at the opening session of the Interstate Circuit-Texas Consolidated Theatres Company convention at Holiday Inn Central here April 15-17, it was announced by John Q. Adams, executive vice-president of the companion circuits. Frankovich's subject will be "Our Brightest Future."

The convention will be attended by all city managers, managers, and publicists representing the circuit's 80 theatres in 26 Texas cities. It marks the first circuit-wide convention the Dallas-based theatre firm has held in several years.

Because of the many changes now going on in the fields of motion picture production, distribution, and exhibition as a result of the remarkable renaissance that began within the industry about two years ago, executives of the circuit feel the time is ripe for a meeting attended by all field home office executives and department personnel.

"The theme of our convention will be very broad in scope," Adams said. "Actually it will encompass a critical review of the past and a realistic and obviously optimistic look to the future with respect to all phases of our complex industry."

Heading up the convention, in addition to Adams, will be Raymond Willie, vice-president and general manager of Interstate Circuit, Inc., and W. E. Mitchell, vice-president and general manager of Texas Consolidated Theatres.

Obrentz To Col. From MGM

NEW YORK—Bert Obrentz has resigned his post as vice-president of Metro-Goldwyn-Mayer International to rejoin the executive staff of Columbia Pictures International. Obrentz began his new Columbia duties as general assistant to Columbia International's executive vice-president Mo Rothman.

The switch back to Columbia International by Obrentz follows five years of previous experience at that company when, from 1955 through April, 1960, Obrentz had served as assistant to Lacy Kastner, then operating head of Columbia Pictures International.

New NSS Showmanship Aids Offered To 4,000 D-I Exhibs Via Directory

AIP TV Subsidiary Joins In Chi Meeting

CHICAGO — American International Television, Inc., is participating in the Television Film Exhibit's 1964 convention, currently at Chicago's Pick—Congress Hotel. This is the first convention participation for the new company, which is a subsidiary of American International Pictures.

Among the highlights of the convention is a merchandizing program designed for the publicising of AI-TV's "EpiColor '64" package. In the two-room booth on the convention floor, AI-TV is exhibiting a continuous projection of trailers on this EpiColor package. Elaborately produced in full color, the company's first program book announcing the EpiColor '64 package, outlines the 40 features, and has been distributed to all conventioneers.

Representing the new television arm of AIP at the convention is Stanley E. Dudelson, vice-president and general manager of the tv company; Milton Moritz, national director of advertising and publicity; and Joyce Jameson, who will star in an AI-TV comedy—horror series which will be announced shortly.

Colo. NCCJ Honors Levine

DENVER—Joseph E. Levine, president of Embassy Pictures, received the distinguished merit award of the Colorado region of the National Conference of Christians and Jews.

Levine, who is here to launch the world premiere program for "The Carpetbaggers," debuting tomorrow (April 9) at the Paramount, was cited at a reception in his honor at the Brown Palace Hotel.

Long active in the philanthropic and humanitarian activities of the NCCJ, Levine was national chairman of its 1962 amusement division campaign. Roger D. Knight, Jr., King D. Shwayder, and Thomas M. Tierney are co-chairmen of the Colorado region of NCCJ.

EL BRONSTON
presents
HIA LOREN
EN / ALEC
UINNE

Mr. and Mrs. Samuel Bronston, Paramount executive vice-president George Weltner, and Paramount vice-president Martin Davis are seen at the recent premiere of "The Fall Of The Roman Empire" at New York's DeMille Theatre.

NEW YORK—National Screen Service has mailed copies of its 1964 Drive-In Theatre Directory to more than 4,000 U. S. exhibitors, according to Melvin L. Gold, general sales manager.

"This year," Gold stated, "outdoor theatres will benefit from the new showmanship aids we have developed through our new research department and which were created specifically to assist theatres to increase boxoffice grosses. New promotional trailers and new visual showmanship innovations, detailed and illustrated in our new directory, have won immediate approval from exhibitors—some of whom are already using these items. We feel confident that the general response will be equally enthusiastic."

The 1964 edition of the Directory consists of 26 pages. The company believes its new 10-minute On-the-Spot Intermission Clock Trailer meets an urgent need of exhibitors. According to Gold, the On-the-Spot Clock Trailer will help to increase refreshment sales. At the same time, it will animate the screen with lively entertainment during a normally "dark" period; convert screen advertising to prime time; and enable the exhibitor to increase his profits from merchant advertising by offering the merchant greater novelty and impact with his sales message.

The trailer was created around a series of animated cartoon characters which cavort on screen for 15 seconds of each "minute" reminder. Each sequence originates with a single dot—the dot converting into an object which is part of the humorous incidents involving first a bowler, then a golfer, a ballplayer, balloon dancer, etc. "Intermission" and "Showtime" announcements are similarly started with a single dot; the dot then becoming many dots gyrating, until they form a theatre marquee on which the message appears. The cartoon segments are animated, narrated, filmed in color with sound and music, and combine the elements of humor with glamour and entertainment.

Other screen aids illustrated in the Directory include the new NSS Deluxe Go-to-Church Trailer; a new Three-Minute Intermission Clock Trailer in color—with animation and live-action plus sound and narration; a complete new series of 43 Add-A-Clip Refreshment Trailers showing live-action scenes of popular food and drink items with narration; and a new Feature Presentation Leader for Drive-Ins.

For visual showmanship aids, the Directory catalogues Nite-'n'-Da-Glo Reflecta Signs, an innovation combining high visibility art-work with Codit that reflects automobile headlights; Fluorescent Fiesta Pennants to add glamour and showmanship to theatre and snackbar exteriors; and the company's new Program Pennant Streamers, an economical device to sell the theatre's coming films.

Continental Promotes Two

NEW YORK—Promotion of Milton Platt to the position of acting general sales manager for Continental Distributing Division of Walter Reade-Sterling, Inc., was announced by Sheldon Gunsberg, executive vice-president. Platt replaces Sidney Deneau, who resigned.

Gunsberg also announced the promotion of Norman Weitman, who was metropolitan district manager, to be Platt's assistant.

Here Is What Judges Said In Ruling "Stranger" Scenes To Be Obscene

ALBANY—The Court of Appeals, by a four to 3 vote, upheld the Board of Regents' ruling that "A Stranger Knocks" can not be licensed unless two scenes depicting "sexual intercourse" are deleted. In doing so. the State's highest tribunal reversed the decision by Appellate Division, Third Department, last November, which held for Trans-Lux Distributing Corp., holder of the American rights to the Danish prize-winning film.

Appellate Division majority agreed U. S. Supreme Court rulings "compel us to annul the determination by the Board of Regents." They said the scenes, implied rather than demonstrated, "are an integral part of the play."

Harry I. Rand, counsel for Trans-Lux, announced when the State Education Department's Motion Pictures Division found the two sequences must be scissored, that the case "would be carried to the U. S. Supreme Court, if necessary." He, Richard Brandt, president of Trans-Lux Distributing Corp., producer-director Johann Jacobsen, and others insisted, "Neither the film as a whole nor any part thereof is obscene" within the meaning of the law.

Informed sources here believed Rand would find it difficult to place the case on the Supreme Court's June calendar, unless Dr. Charles A. Brind, Jr., Regents' counsel cooperated in accelerating the necessary intervening procedures. This seemed doubtful. Rand thought last fall that if an appeal were taken to the nation's top court, a decision probably would not be forthcoming before the final days of 1964.

The Court of Appeals' close vote surprised no one. After six judges heard the original arguments, they divided three to three on whether to uphold or reverse the Appellate Division. The seventh judge, Francis Bergan of Albany, was constitutionally prohibited from participating because he had participated in the Appellate Division decision.

Under the law, Court of Appeals selected a temporary seventh sitting judge. He was Alger A. Williams, Buffalo, presiding justice, Appellate Division, Fourth Department. Justice Williams had access to the record, the briefs, and the other judges' opinions. He also viewed the controversial picture at a private screening.

It seemed quite clear, by the questions asked at both hearings, that Chief Judge Charles S. Desmond and Associate Judges Adrain P. Burke and John Scileppi, did not think the two scenes should be included in a motion picture offered for public exhibition.

Likewise, Judges John Van Voorhis and Stanley H. Fuld believed they were an essential part of an "artistic" film, not to be banned. Associate Justice Marvin R. Dye, who sat during the original arguments but was not present for the rearguments, put no queries to the opposing attorneys, but his views on "censorship" coincide with those of Judge Fuld—dating back to "The Miracle" furor of the early 1950's.

Justice Williams gave no indication of his position during the 35-minute reargument session. He remained silent, except to inform Dr. Brind, "I have viewed the picture."

In the decision announced three days after the rehearing, Justice Williams sided with the majority. In fact, he wrote a concurring opinion, as did the first three jurists mentioned.

The dissenting judges, Dye, Fuld, and Van Voorhis, voted "to affirm the majority memorandum opinion in the Appellate Division." That covered a single page for the prevailing decision and the vigorous dissent by Justice J. Clarence Herlihy.

Among the crisp comments by Judge Burke were: "It is my view that a filmed presentation of sexual intercourse, whether real or simulated, is just as subject to state prohibition as similar conduct if engaged in on the street. I believe the nature of films is sufficiently different from books to justify the conclusion that the critical difference between advocacy and actual performance of the forbidden act is reached when simulated intercourse is portrayed on the screen. I take it to be conceded that New York may constitutionally prohibit sexual intercourse in public . . . Where, however, the real conduct is illegal, not because of what is accomplished by those involved, but simply because what is done, if shocking and morally offensive to see, then a filmed simulation fully shares, it seems to me, the evil of the original. In such cases, the free expression protection of the First Amendment must apply to both or neither. It makes no sense at all to say that the conduct can be forbidden but not the play or film. Counsel for respondent (Trans-Lux) so conceded on oral argument . . . Just what regulations are appropriate regarding displays of sexual intimacy in public or semi-public places may be a matter for debate. The debate is most profitably conducted, however, in the malleable forum of public policy rather than within the rigidities of constitutional law. . . .

"I conclude, far from hostility to any idea, even hateful ideas that undermine social morality, Section 122 of Education Law merely proscribes certain behavior, which, when viewed by the public, is deemed offensive and destructive of moral standards historically protected by the state. . . . The scenes referred to by the state are obscene within the meaning of Section 122. Whether they are also obscene within the constitutional standard which the Supreme Court would apply to speech proper, or whether the conduct here depicted can even be meaningfully thought of as speech in this context, is an issue that need not be decided. Lastly, because the material . . . is not, in my view, speech as opposed to conduct, it need not come within the test . . . that, in speech cases, obscenity must be the dominant theme of the work as a whole. . . .

"If simulated sexual intercourse outrages public decency, it does so as such and not only when the sole or dominant subject of any given exhibition. The licensing statute contemplates the deletion of such material. It may either be omitted entirely or the producer may re-do the scene in another way. If it is objected that the enterprise is artistically not worth doing without the scene as it stands, that is the problem, not of the law, but of the producer who has made a pornographic scene so central to his work. To all argument predicated on artistic merit as decisive on the constitutional question, it is sufficient answer to say that artists are not

(*Continued on page* 14)

1964 N. Y. Legislature Leaves Films Unharmed

ALBANY—The motion picture industry escaped action of a crimping nature at the 1964 "regular" legislative session, as it had in 1963.

Joint Committee on Offensive and Obscene Material, which, through Chairman Luigi R. Marano, presented two classification bills, recommitted both to committee, after a strongly-worded speech on the Joint Committee's success in "pressuring" the Motion Picture Association of America to expand circulation of "The Green Sheet" in New York State, and to make copies available to every theatre manager as well as to parents requesting same at the boxoffice of their local theatre.

The sharp increase in "dissemination of film content" via "The Green Sheet" was hailed by Assemblyman Marano. He warned that the Joint Committee would act as "watchdog" over the film industry, and expected the "agreement" with the industry's leaders (including presidents of top producing companies) to be kept. The industry had been given an opportunity to be of service to the public of New York State and had a moral responsibility to do so.

Marano criticized the Board of Regents for "failing to take a definite stand" on the bill he introduced at its request. This required that theatre bar children under 16, unless accompanied by parents, legal guardian, or an adult person designated by either, from films not classified as "acceptable" for exhibition to school youngsters.

Marano also declared, "There are pictures in New York State which should not be viewed by immature minds." He added, "The industry recognizes this; exhibitors know it."

Some pictures lacking the Production Code Seal of Authority were apparently included in the criticism. However, Marano did speak favorably of the fact they are now included in "Green Sheet" reviews.

Assembly adopted the Marano "continuing" resolution, with only one dissenting vote.

Bills which would have increased the statewide minimum wage beyond the present $1.15 hourly figure were among those defeated.

Rackmil, Aboaf Go East

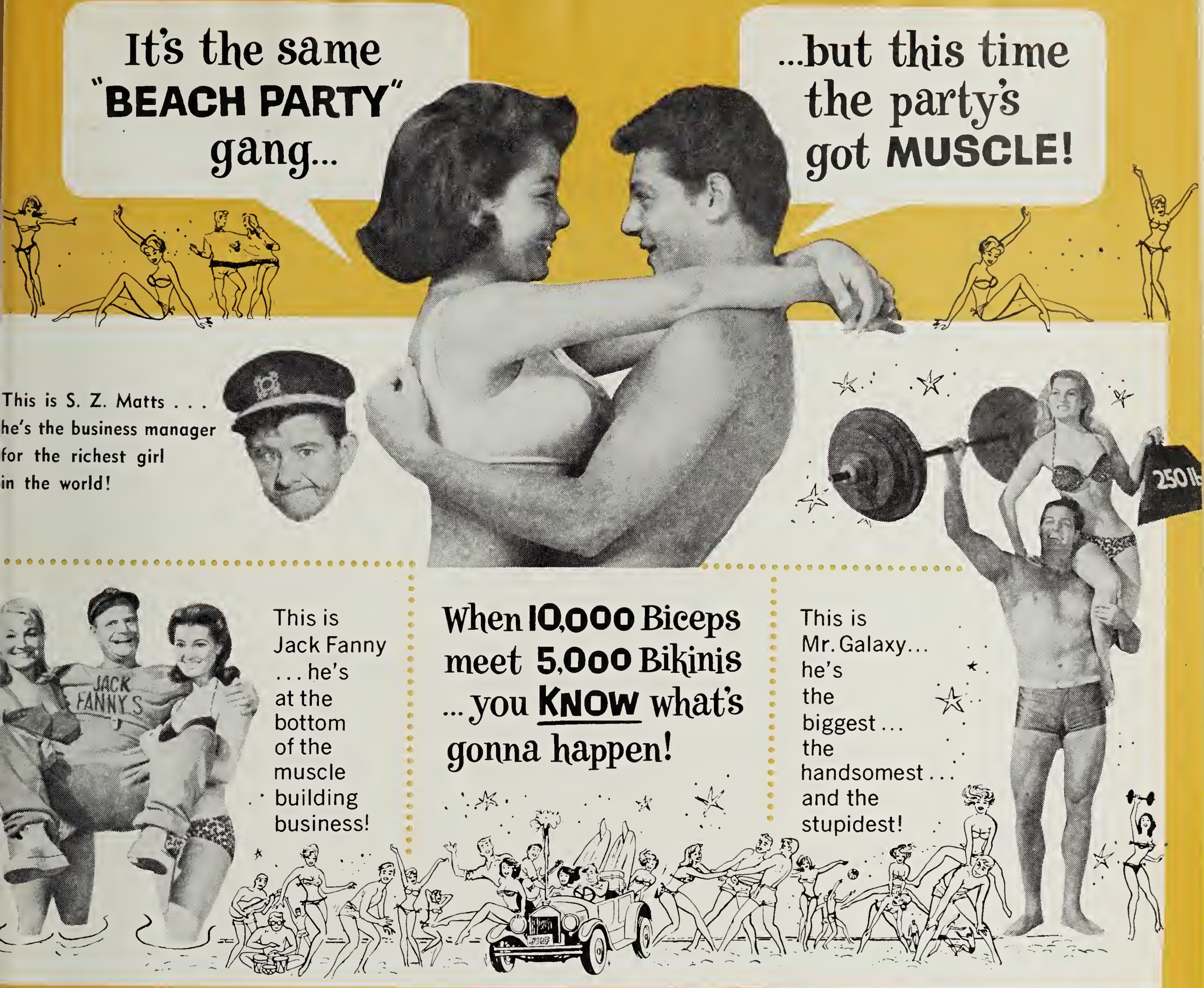
NEW YORK—Universal President Milton R. Rackmil and vice-president and foreign general manager Americo Aboaf are currently on an extensive trip throughout the Far East and Middle East, returning by way of Europe late in the month.

The Universal executives first visited Japan where they attended the company's annual Japanese sales conference in Tokyo. Additional stop-overs in key countries along their route will enable them to confer with Universal staffers, meet with various governmental and industry leaders, and the local press.

35mm "West" Tops "Ben-Hur"

NEW YORK—"How the West Was Won," Metro-Goldwyn-Mayer-Cinerama production, has grossed $750,000 to date in its initial 70 engagements in 35mm throughout the country, despite severe snow storms in the midwest. This represents 111 per cent of the box-office gross recorded by the record breaking "Ben-Hur" in a similar period.

The production, which premiered in London in 1962, has grossed in excess of $41,000,000 to date in 107 roadshow engagements throughout the world.



It's the same "**BEACH PARTY**" gang...

...but this time the party's got **MUSCLE!**

This is S. Z. Matts . . . he's the business manager for the richest girl in the world!

This is Jack Fanny . . . he's at the bottom of the muscle building business!

When 10,000 Biceps meet 5,000 Bikinis ... you **KNOW** what's gonna happen!

This is Mr. Galaxy . . . he's the biggest . . . the handsomest . . . and the stupidest!

American International

SPREADS THOSE BEACH BLANKETS AGAIN!

MUSCLE BEACH PARTY

PATHÉCOLOR AND PANAVISION

STARRING

FRANKIE AVALON ☆ **"ANNETTE" FUNICELLO** ☆ **LUCIANA PALUZZI** ☆ **JOHN ASHLEY**

DON RICKLES · JODY McCREA · FEATURING DICK DALE AND THE DEL TONES

ALSO STARRING

CANDY JOHNSON · MOREY AMSTERDAM · INTRODUCING LITTLE STEVIE WONDER

"BUDDY HACKETT" AS THE RICH BUSINESS MANAGER"

Music by LES BAXTER · Executive Producer SAMUEL Z. ARKOFF Produced by JAMES H. NICHOLSON and ROBERT DILLON

Story by ROBERT DILLON and WILLIAM ASHER Screenplay by ROBERT DILLON · Directed by WILLIAM ASHER

Should Movies Offer Intermissions? It's Just "Kommon Kidney Kourtesy"

DETROIT—The Allied report for April contains a kommonsensical article titled "Is 'Kommon Kidney Kourtesy' Koming?"

It is prefaced by the statement that theatre owners have long since realized today's patrons want the best, as witnessed by expensive new theatres and extensive rehabilitation of existing properties. However, it adds that many operators are not taking complete advantage of the new facilities, and the report centers on the question of intermissions.

"Nowhere," it states, "is there a form of entertainment or media that asks its viewers to endure the amount of mental and physical torment that the motion picture industry does. Few tv programs run over an hour and always have at least one long break in the middle (for double and triple spotting); the legitimate theatre rarely asks the patron to remain in his seat for more than 90 minutes at a clip."

(MOTION PICTURE EXHIBITOR boasts a "first" in reporting the first kind thing ever said about a commercial by exhibition.)

"Yet, exhibitors wonder why their audiences are so uneasy with so much aisle traffic and confusion. The exhibitors should know from their own discomfort in screening rooms that features today are running 125 to 180 minutes, and if they can't take it, they should not expect their customers to sit still that long."

It is argued that audiences love to get up, stretch, be seen, visit, have a quick smoke, buy a soft drink or candy, or. . . .

Both production and exhibition are blamed for the present state of things, the former for the construction of the attraction (due to the concept the break is "artistically" wrong), and the latter because he fears a traffic problem, additional salaries, and slowing down turnover.

As to added cost, the report asserts flatly that concession business at intermission time more than offsets any overtime. (Curiously, it omits reference to this common practice in all drive-ins.)

Examples are cited wherein individuals have often protested lack of intermissions, and where they are being given, heaped compliments on management.

There are given lengthy instructions as how to go about finding the correct way to break, handling audiences returning from intermissions, and the like.

It ends on the hopeful note that the long-overdue need for intermissions is being realized, and will, at last, become "a part of motion picture entertainment."

FWC's Richardson Retires

BEVERLY HILLS, CALIF.—Jim Richardson, climaxing a career that began 33 years ago, by co-incidence, as assistant manager at the Glendale, Glendale, Calif., retired last week as manager of the same Fox West Coast Theatre.

From the Glendale in 1931, Richardson later was upped by FWC to manager of the Washington, Pasadena; La Reina, Sherman Oaks; Rialto, South Pasadena; Figueroa, Los Angeles; and numerous other houses, finally returning to the Glendale as manager a few years ago.

Seen at the recent New York preview of 20th-Fox's "What A Way To Go" at the Criterion were Joseph M. Sugar, 20th-Fox vice-president in charge of domestic distribution; Laurence Tisch, Loew's Theatres board chairman and president; and producer Arthur P. Jacobs.

Cinerama Drive-Ins, Tents Join Growing Operation

NEW YORK—Cinerama will be vastly expanding its audience with the announcement by William R. Forman, president of the film company, that the first drive-in ever to show a Cinerama film, and the first portable tent theatre to show these wide-screen features, will soon be opened.

The world's first Cinerama drive-in, the Century Drive-In, Englewood, Calif., will premiere April 15 with the Cinerama travelogue, "This Is Cinerama." The 1250-car theatre will have the largest motion picture screen in the world, a mobile screen 180 ft. by 60 ft., as well as specially-designed mobile projection equipment mounted upon trucks. Following the run of "This is Cinerama," the other Cinerama travelogues wil be played. Additional drive-in theatres throughout the United States will soon be announced for Cinerama exhibition.

The first portable tent theatre showing Cinerama films on a permanent basis will be opened on April 20 in Richmond, England. Following this run, the huge, thousand-seat tent and the mobile exhibition equipment will be moved to the city of Hove.

LONDON Observations

By Jock MacGregor

JOE LEVENE started something when he talked Associated British into a saturation release for "Hercules Unchained" and backed it with the first extensive use of full page national press advertising. The press lords must bless him. Never have so many full pages been used to plug movies as recently. I have lost count of the number placed for "The Fall of the Roman Empire" premiere, and this included a full color one in the Sunday Times. "Becket," "Zulu," and "The Long Ships" have also been extensively sold in this manner, and there has been no skimping of space for "Charade," "Carry On Jack," and "Hot Enough for June." Some are slightly wary of this vast expenditure, and fear that good releases which do not require this selling may suffer through not getting it. They quote whispers that one much advertised '63 release will have difficulty in even recovering its advertising and additional prints costs.

THOUGH THERE has been a reduction in the number of premieres since many have harkened to comments that the scant publicity generally received and soothed egos of some concerned are no compensation for the loss of box office takings on the night, some pictures completely unworthy of such openings still get them. One recent advert announcing such a preme and the presence of mainly lesser artists was even ridiculed along Film Row. A picture really worthy of the full treatment is Samuel Bronston's "The Fall of the Roman Empire," and it certainly got it. This was one of the big nights of the industry. The imagination had been fired well in advance. Indeed, every seat had been sold by the Variety Club weeks before. Crowds brought traffic to a standstill as they excitedly watched Prince Philip and the celebrities arrive. Inside the theatre all was quiet, orderly, and in complete contrast, thanks to skilled management and organization. As the tabs closed, the thunderous applause must have given renewed heart to Sam Bronston. At the ensuing supper party, when he received those who had helped make the evening the enormous success it was, he was swamped with compliments. And no one can have been happier than his Spanish bankers, who were present following legal talks in London regarding his position. The fabulous reception augurs well for the success of the picture. Sam's epics may cost money, but nobody can deny that every penny is up there on the screen.

The following night saw another great picture which justified a premiere, Hal Wallis' "Becket." Here again, every penny shows on the screen. Russell Hadley had been overwhelmed by the response to his invitation. Percentage of acceptances was way, way above normal.

The dailies carried rave reviews in advance, and there was such an air of anticipation at the Plaza that the distinguished audience must have been seated with the minimum of cajoling. No one wanted to miss a frame of this majestic and impressive picture. Afterwards, there was only one topic—did O'Toole or Burton steal the picture? I should say this will be the opening gambit for small talk at social functions for months to come, and nobody will be with-it without a personal view. Next day, publicity chief Jack Upfold was proudly showing a fine leather wallet. On the afternoon of the preme, he was checking displays and had noticed a distinguished man in the line for advance bookings for a long time. Finding the opening was invitation only, he took Jack to be someone in authority and told him he wanted tickets desperately for his wife and daughter as they were returning to South America next day and had set their heart on seeing the show. Jack was impressed, had just received a couple of returns, and felt he could make a good friend for Paramount. He was amazed when the ladies sought him out at the preme and handed him the gift.

Audiences like bright things...

Diamond ring from Van Cleef & Arpels. Inc

SPARKLE GETS THEM! Sparkle in story . . . sparkle in action. Sparkle brought to life, made real by sharp negatives and prints. That's why it pays to GO EASTMAN ALL THE WAY—both negative and print-stock. And, while you're at it, be sure to give your laboratory time to do its job right. For the purchase of film, technical service and advice write or phone: Motion Picture Products Sales Dept., **EASTMAN KODAK COMPANY, Rochester, N. Y. 14650,** or the regional sales divisions, 200 Park Avenue, New York, N. Y.; 130 East Randolph Drive, Chicago, Ill.; 6706 Santa Monica Boulevard, Hollywood, Calif.

EASTMAN FILM

The NEW YORK Scene

By Mel Konecoff

THE ULTIMATE END to which a press agent will go was reached last week. Some time ago, we met Paramount press agent Charlie Powell and his nice wife, Jane (not the actress), and we noted that she was in a family way like they say in the class publications. We kiddingly said as we parted, "Why not name the offspring after us and we'll give you some space?"

Last week, in came a note that the Powells became the proud parents of a son, and they named him Mel Ira. We hope that Paramount vice-president Martin Davis realizes what a great press agent he has on his staff.

BUSINESS-BUILDER PROMOTION: It has been said somewhere that music soothes the savage beast or breast. It can also bring in some extra business at the boxoffice on slow nights if Ben Baum, director of the "Music Nite" promotion, has his way. He's got a plan that will bring patrons into neighborhood theatres on slow nights during the week at moderate cost. It works thusly and gets under way in May:

In participating theatres, when a patron buys an evening adult admission ticket during the first seven days when "Music Nite" makes its bow, he will receive an album of the world's outstanding music and composers free. Actually, there is a small handling charge. Every week after that for 26 more weeks, on a chosen slow night designated as "Music Nite," the patron will get another album, again for a small handling charge, each in a separate case and with a booklet giving information on the music and the composers.

Over the weeks, the patron can build quite a library of records featuring better music and renowned composers, as well as an informational file on same with the enclosed booklets. Baum said that theatres are recognizing that here is a stimulant for bringing in new faces and insuring continued attendance from week to week. The value of the music angle is perhaps best demonstrated by the reaction garnered by the re-release of some of MGM's top musicals and operattas from past years. Participating theatres again did well on the slow nights on which the films were presented.

THERE'S A CARPETBAGGER IN YOUR FUTURE: At one of Joe Levine's press get-to-gethers last week in the Hemisphere Club, he expressed a desire to get out more and visit in the field, referring in this case to those cities where his "The Carpetbaggers" will be playing. He opined that this was a very important part of the business that has too often been neglected, and the press and other informational media appreciate these visits. In a quickie trip to Denver where the film will be premiering this week, he saw representatives of the papers, radio, and tv, and wound up giving interviews which would have taken any one else three days. He did it in one. Oh yes, he did say that he missed the sport pages of the papers, and those he's taking care of this week when he returns for the gala opening ceremonies.

Too often, said he, the follow-through on a valuable property that has cost much in blood, sweat and tears has been neglected. He estimated that the Denver opening would cost about 50 thousand dollars, compared with the normal opening costs of between $8,000 and $12,000. He also estimated that "The Carpetbaggers" will gross 25 millions world-wide. So much does he like producing that he wishes he could devote more time to it.

As regards another Levine property, "Zulu," he thought that the entire negative cost of the film, several million dollars, will be recouped in England alone, with a powerful exploitation campaign providing an assist. Paramount vice-president Martin Davis reported that it is showing signs of becoming the biggest Paramount grosser in English history, including "The Ten Commandments."

Incidentally, the pattern set for the Denver opening of "Carpetbaggers" will be emulated everywhere else if he has his way.

COMPLAINT DEPARTMENT: A patron wrote recently in the local press as follows: "What's happening to the movies? We are now being asked to pay $1.75 at some theatres for a single feature running a bare two hours. How is it possible to be forced to pay more and more while being given less and less? I enjoy going to the movies, but I'll be darned if I'll pay such prices for the films they're offering. Fixing up the theatre doesn't alter the fact that most of the pictures are hardly worth even the old price. I know Hollywood no longer makes many films and that it is hard to present double features, but isn't it fair to give people a price break for the little they are gettin?"

THE METROPOLITAN SCENE: Trends of the time—Columbia publicist John Newfield has refused to accept an award from his native city, Birmingham, Ala., because, according to Newfield, the city "has brought shame to its past and present citizens through its continuing failure to move in the direction of full civil rights for all its citizens." The award was in connection with a Festival of Arts in the city where native sons were to be honored. . . . Harold Salemson has joined the staff of Robert S. Taplinger Associates in an executive capacity on the Better Living Center at the World's Fair. The veteran publicity executive was with Embassy Pictures. . . . MGM has a Muder in Fashion Kit to help promote the forthcoming "Signpost to Murder" on fashion pages of papers and magazines. . . . "The Unsinkable Mollie Brown" is getting the full treatment as staff press agents fan out to cover 100 cities shortly, with stars Debbie Reynolds and Harve Presnell to follow in May and June. . . . Dell issued 350,000 copies of a color comic book on "The Incredible Mr. Limpet."

Youngstein To "Cook" For Col.

HOLLYWOOD—The first film under the multiple-picture contract of Max E. Youngstein with Columbia Pictures will be "A Cook For Mr. General," based on the Broadway play by Steven Gethers.

Mont. Officers Reelected

MISSOULA, MONT.—Al Donohue, president; Charles Smith, vice-president; and Herbert H. Bonifas, secretary-treasurer, have been reelected officers of the Montana Theatre Association.

Judges' Ruling

(Continued from page 12)

such favorites of the law they may ply their craft in the teeth of a declared overriding public policy against pornographic displays. The argument is advanced that if some artistic purpose is served by a particular part of a book or a motion picture, the matter is ended and law is displaced. Since, however, no other profession is privileged to bend public morals, policy. and law to the internal craft standards, then neither should producers of films."

Chief Judge Desmond quoted Justice Herlihy's dissenting opinion that the two scenes "forthrightly depict the fulfillment of acts of sexual intercourse between the principal characters. . . .

"An affirmance would license the inclusion, in a stage play or a movie (or on television?) of actual scenes of intercourse and of other kinds of behavior always and everywhere considered to constitute indecency when carried on in public. The question presented on this appeal is, therefore, a new one not controlled by earlier censorship decisions."

Judge Desmond emphasized that "the Regents did not refuse to license this picture but went no further than to direct the elimination therefrom of the two scenes of sexual congress.

"If we were to hold this Regents' determination was illegal, we would be saying that there is a constitutional right to include in a motion picture direct acting out of coitus. Therefore, what is involved here is not the description in a book of sevual acts, but the actual performance of those acts in public. To fornicate in public or to exhibit the sexual organs in public has been considered obscene conduct at least since 1683. . . . The ban on such exhibition is probably as old as human society and it has never disappeared from our law."

Judge Desmond's interpretation of Supreme Court in Times Film Corp. v. Chicago differed from that of Appellate Division, the opinion showed.

The Chief Judge also thought Trans-Lux "leans on an old and well worn crutch when it argues the film must be licensed since it is a 'serious dramatic work,' etc., etc. Such is a matter of critical choice, even though to some of us 'A Stranger Knocks' looked like a mediocre movie, in no way notable except for the uniqueness of its departure from common decency. But, artistic or not, it contains in the two interdicted scenes, a cold, brazen affront to the accepted public moral code at its lowest possible level."

Joseph E. Levine, president, Embassy Pictures, right, and Carlo Ponti recently announced plans to co-star Sophia Loren and Marcello Mastroianni in a new picture every year. The first attraction will be "Marriage—Italian Style," now filming.

ALBANY

U. S. A. Inc., of California, filed an application for authority to operate in New York State an exhibit devoted to the Hollywood entertainment industry. . . . Sylvan Leff reopened the Black River Drive-In, outside Watertown. . . . Easter morning services were held at the Sterling-Walter Reade 9W Drive-In, Kingston; and the Fishkill Drive-In, Fishkill.

ATLANTA

Plans have been completed for the construction of the Tara, Sylvester, Ga., and work is to begin on April 6. To seat 500, the theatre is being built by the W. C. Tipton estate. . . . A team of Knoxville, Tenn., city officials headed by Mayor John Duncan, has returned from Hollywood where they promoted eastern Tennessee as a site for future film production. Knoxville now has a city-financed film studio under construction.

BALTIMORE, MD.

The Hartford, opened and closed several times recently, is open again. The 600-seat house is being operated by Washington interests as an art theatre. . . . Jay Ordan has resumed duties as assistant to Tom Rodgers, vice-president, Trans-Lux Theatres. He resigned six months ago to enter military service from which he is now released. . . . William Remlein, financial secretary of the Motion Picture and TV Operators' Union, attended the graduation of his daughter in Peoria, Ill. . . . Martin H. Haas, Sr., assistant manager, Arcade, died at City Hospital. Survivors include his wife, a son and a married daughter. . . . Adam Goetz, recent manager, Stanton, has taken over the lease of the Lenix, 500-seat subsequent run neighborhood house, from Nathan Klein. Charles Kessler will be manager. He was formerly with J F Theatres. . . . Ed Flacks, who has been employed in local area theatres, has been appointed Baltimore area salesman for Boxoffice Attractions by Sheldon Tromberg. . . . Public relations man Ray Thompson has been trotting Kelly, 20-pound panther, around town to promote United Artists' "The Pink Panther" for the Durkee Circuit. When Kelly isn't making public appearances, the baby panther is being cared for by Nigel O'c. Wolff, director of the Maryland Academy of Science, another Thompson client, and his wife at their Stevenson, Md., home, where he has freedom of their home. . . . A joint meeting of the Allied Motion Picture Theatre Owners Association of Maryland was cancelled. . . . Clifford R. Jarrett announced plans to rebuild the fire destroyed Capitol, Ocean City, Md., and it is expected to reopen by Memorial Day.

BOSTON

Joseph E. Levine, visiting his wife, Rosalie, at Peter Bent Brigham Hospital for minor surgery, revealed he has signed Richard Burton and Elizabeth Taylor to a contract to film "Sands of Kalahari" in Africa. The Burtons are in Boston where he is starring in "Hamlet" at the Shubert Theatre. . . . Ben Sack, president of Sack Theatres, reported that his Gary Theatre has been selected by Walt Disney as one of the nation's showplaces that will present "Mary Poppins" in a special prerelease engagement. The Gary will be the only theatre in this area to show "Mary Poppins," and it will be one of only 16 theatres in the U. S. and Canada in which the film will be shown during 1964. A big premiere is being arranged for October. . . . A special advance showing of "Becket" was set for April 6 at the Gary for the benefit of the South End Music Center. The Music Center set a ticket price scale of $10-$7.50-$5-$3. "Becket" opens to the public on a reserved seat basis following the run of "Pink Panther," now playing the house.

BUFFALO

"Cleopatra," now at the Elmwood, is the first in a line of special films to be booked into this community house, it is announced by Alvin Wright, president of Holiday Theatres. The Elmwood was leased by Holiday recently as the first indoor house in a chain that includes five drive-ins in the Buffalo and Toronto areas. Renovation now is under way at the Elmwood, and future plans call for the booking of first-run attractions. On June 30-July 2, the Buffalo Variety Club will be host for the annual international Variety Club convention. Over 1,000 members and their wives from England, Ireland, Mexico, Canada, and the entire United States will attend. A convention journal is in the process of publication. . . . Funeral services were conducted for Mrs. Carl C. Cavage, 47, founder and treasurer of Cavage's, Inc., record chain stores in the Buffalo area. . . . Bernard D. Serlin, exploitation manager of Paramount Pictures, has stepped in to help a group of disillusioned Buffalo area film fans. The group was so impressed with Peter O'Toole's performance in "Lawrence of Arabia" that a local fan club was formed for him. The club disbanded when the club's request for pictures of O'Toole was turned down. Serlin read a Courier-Express story of the club's plight and promptly forwarded material in the hope of reviving the organization. His pictures, incidentally, showed O'Toole performing in "Becket," the Paramount film he made with Richard Burton. . . . Joyce Harley, 16, was sprayed in the face with a chemical and suffered first-degree burns when she and several companions refused the demands of a gang for money in Shea's Buffalo. Miss Harley was treated in Columbus Hospital and taken home. Police said the chemical, used to remove grease from ovens, peeled paint from the theatre wall where the girl was standing. The incident occurred at 8:10 p.m. when Miss Harley and her friends were walking down a stairway. They were confronted by about 12 youths who asked for money. When they were refused, one youth pulled a spray can from his pocket and directed a jet of the chemical at the girl. The gang then fled. Police were called to the theatre on two other occasions earlier Sunday to quell rowdy youths during a showing of "Kissin' Cousins," starring Elvis Presley.

CHARLOTTE

Ten nationally known artists were appointed to serve as an advisory board to North Carolina's proposed school for the Performing Arts, which was authorized by the 1963 session of the State Legislature. The board will recommend a site and name for the school, and will assist and advise in setting up and conducting the program. Two of those named are native North Carolinians, actor Sidney Blackmer, a native of Salisbury, and playwright Paul Green, Chapel Hill. A third is Agnes deMille, dancer and choreographer, whose father, Cecil B. deMille, was a native North Carolinian. The Legislature allocated $325,000 for operation of the school for two years, with the understanding that the city in which it is located will furnish the land and building costs. After the first two years of state operation, private foundations are expected to underwrite the remaining costs. The school will be co-educational, with students living on the campus. It will teach drama, music, and dance. . . . Actor Franchot Tone has agreed to spend two weeks in residence with the Department of Radio, Television, and Motion Pictures at the University of North Carolina, Chapel Hill, N. C., appearing as guest star in a televised tribute to William Shakespeare, to be produced at Chapel Hill beginning April 23. . . . James H. McKoy, former Goldsboro, N. C., theatre manager, has been named general manager of a new $750,000 Pirateland Park now being built at Myrtle Beach, S. C., as a family fun center.

CHICAGO

Thomas R. Mulroy has resigned as chairman of Chicago's Motion Picture Appeal Board. Mulroy, a lawyer, stated in his letter of resignation to Mayor Daley, "The demands of private practice require me to step down after two years on the board." The appeal board hears pleas from exhibitors who are denied permits by the Police Censor Board. Mulroy reports that the appeal board held that two movies were obscene, "Tonight for Sure" and "Not Tonight, Henry." He said that there was no appeal in either case by the exhibitors. He further noted that the board caused exhibitors to voluntarily cut scenes from seven different films. Permit was denied by the board for "Adam and Six Eves," and the exhibitor withdrew his appeal. In the years 1962 and 1963, the appeals board viewed 47 films, permits for general showing being granted in just six instances. The balance of the films were passed "solely on the condition that they be exhibited to adults only." . . . Hub Theatres, Rochelle, Ill., have been acquired by the Kerasotes Circuit. . . . NAC reports that 56 booths have already been reserved by exhibitors for the 1964 Motion Picture and Concession Industries Trade Show, co-sponsored jointly by NAC and TOA, to be held at Conrad Hilton Hotel, Chicago, Sept. 28-Oct. 1. . . . Mori Krushen was here to boost

More
light
+
slower burn=
lower costs

NATIONAL
TRADE MARK
PROJECTOR
CARBONS

"The Best Man" to the press, radio, and tv publicity men in this territory. . . . Alliance Amusement Co. opened their CATV division in Logansport, Ind., making four such outlets for the circuit. . . . Arthur Penn, producer-director of "Mickey One," arrived in Chicago several days ago to begin his 55 day shooting schedule here for Columbia distribution. . . . A quick deal puts "Cleopatra" into nine Chicagoland theatres on May 29, two a day in 35mm prints, it is reported by Herb Lyon. . . . Universal Studios has entered the tv sweepstakes "in a big way," according to reports here. Their first promotion is the Indianapolis Memorial Day race classic, which will be shown, start to finish, in many local movie houses. . . . Alan Iselin, east coast exhibitor who has turned producer, was here to boost his first two horror movies to 200 midwest exhibitors. They are "The Curse of the Living Corpse" and "The Horror of Party Beach."

CINCINNATI

Despite chilly weather, the spring-summer season opened with good attendance records generally recorded. Drive-ins were hampered some at their openings because of the weather. Some drive-ins have been delayed in opening because of the recent flood, and there are reports that some houses in river towns hit by the flood may not reopen for some time. . . . It has been announced that "Chalk Garden" will be the opener in late May for the renovated Palace, to be known as RKO '70. Other plums coming to the house include "Ensign Pulver" and "Becket." . . . Variety Tent Three was a busy place. Harry Kodinsky, Pittsburgh, telethon promoter, attended the fund-raising committee breakfast at Vernon Manor; the Ladies Auxiliary luncheon meeting was a success; and Mabel Rhinehart, Tent Three's secretary, has sent out invitations for a "Filmrow" party for April 10. . . . Ross Spencer, Columbia office manager, will be slowed up for a week or two due to a back injury in a fall at his home. He was in Bethesda Hospital for a few days but is out now.

COLUMBUS, O.

Paul Hornung, sports editor, Columbus Dispatch, said a downtown sports and entertainment arena should be built. He said parking facilities at the proposed Spring-Sandusky interchange site for the Columbus Gardens' stadium will be inadequate. . . . Screen stars June Allyson, Dale Robertson, and Juliet Prowse are possibilities for personal appearances in Kenley Players' stage productions at Veterans Memorial this summer. It was announced earlier that Ray Milland will open the Kenley summer season June 9 in "My Fair Lady," . . . Playhouse-on-the-Green will open its 10th summer season in suburban Worthington June 15 with "Take Her, She's Mine." Other attractions will include "A Thousand Clowns," "Reunion in Vienna," "Night of the Iguana," "The Pursuit of Happiness," "The Hostage," "Enter Laughing," "You Can't Take It With You," "Captain's Paradise," and either "Grand Hotel" or "The Women."

DALLAS

Actor Robert Walker, Jr., is currently in the city on a combination business and pleasure trip. He met with press representatives in behalf of his latest film, "Ensign Pulver," and then he visited the home of his grandparents, Mr. and Mrs. Phil Isley. He is the son of Jennifer Jones and the late Robert Walker. . . . There will be two weeks of location shooting here at the Jim Templeton Conoco Service Station. It will be a film depicting the history of the Continental Oil Co. The sequences here are to show the operation of a modern service station. Top roles are taken by television and film actors Mike Galloway and Clark Howat, and NBC announcer Bill Dailey. . . . A call has been issued here for "western type" actors and actresses by Bob Callahan, who will produce "Five Horsemen from Hell" in and near Dallas. Shooting is expected to get underway on March 30. The film will feature Gloria Grahame, Tim Holt, Rory Calhoun, and Myron Healey. Tay Garbett will direct. . . . John H. Rowley, president of Rowley United Theatres, has announced that the circuit has taken over the operation of the Hampton Road Drive-In, previously operated by Stanley Warner of Texas, and purchased from C. D. Leon. J. C. Callahan, city manager for Rowley, will supervise the operation of the drive-in. . . . The shipping and inspection department of Allied Artists is slated to be shifted to the Universal shipping and inspection department around April 1. The employees at Allied Artists are as yet undecided whether they will shift to Universal or retire. . . . Allen V. Iselin was in the city for a talk with exhibitors and film buyers about his two newest productions to be released through 20th Century-Fox, "The Horror of Party Beach" and "The Curse of the Living Corpse," on Friday, March 13. . . . A saturation opening was held at 16 local theatres for Metro-Goldwin-Mayer's "Children of the Damned." . . . John Rowley, president of Theatre Owners of America, and a member of the Texas COMPO, announced that the 800 theatre Texas COMPO has joined ranks with TOA. . . . Kyle Rorex, executive director of Texas COMPO, have announced that members of Texas COMPO, their families, and friends are eligible to apply for an extensive accident and health coverage at a substantial savings under the association plan now in effect. . . . Two "Sunshine Coaches" are to be turned over by the Dallas Variety Club, Tent 17 to the Cerebral Palsy Treatment Center and to the Carruth Rehabilitation Center. The Hoblitzelle Foundation made a gift of one coach, and the other will be financed by the Variety Club members as its major philanthopic project for 1964. The Dallas Tent, according to chief barker Joe Jackson, plans to obtain a half dozen of the coaches for Dallas. . . . Mose Wooten, head shipper at the Paramount exchange, was the proud new father of a baby son named Darrin Wade. . . . Sam Spiegel is scheduled to shoot "The Chase" in and around Dallas in mid-November. Metro-Goldwyn-Mayer is making plans for the filming in the local area of a film featuring Alain Delon. . . . Russ Marker, who wrote the screenplay for the local film, "Five Horsemen from Hell," also wrote the title tune, "Ballad of Shannon," and will also have a role in the film. . . . The Rex Cinema has been reopened here with all new sound, seats, and decor with the showing of "The Cardinal."

DES MOINES

Art Downard has purchased the Webster and Corral theatres at Webster City, Ia., from Pioneer Theatre Corp. Downard had been associated with Pioneer for 33 years and will now operate the two theatres himself. . . . The Strand, Marengo, Ia., has been renovated and reopened by the Marengo Jaycees. The house has been idle for four years. The theatre had been purchased from the estate of Ida Gibbs who, with her husband, operated the Strand for many years. Bookings will be handled by Bert Thomas' B&I booking agency in Des Moines. . . . The Commercial club at Sutherland, Ia., is planning on acquiring the Sutherland theatre and reopening the house, which has been closed for nearly 10 years. . . . Peter Frederick, formerly manager, Capri, Des Moines, will manage the new King, Ida Grove.

DETROIT

Veteran exhibitor Arthur Robinson, Detroit, has sold the 1,000 car Blue Sky, Pontiac, to Redstone Circuit of Boston, which will take over later this month. The Maxine, Crosswell, recently closed by the death of the late Walter Tesluck, was reopened by his son Gerald. . . . Another summer closing is that of George Daly's Kearsley, Flint. . . . This compilation was released in the Clark Theatre Service bulletin. Clark buys and books for these accounts.

Mrs. John D. Wilson paid a surprise visit to her parents here, and also to her many friends. She was secretary to the late Earl J. Hudson, president, United Detroit Theatres, until he left to assume vice-presidency of ABC-Paramount on the west coast. On his departure, she continued under the late Harold Brown until his death. Then she worked for Woodrow R. Praught, present incumbent. However, he lost her to Wilson. It happened four years ago when mutual friends introduced them at a Variety Club of Detroit affair. There ensued a whirlwind romance and marriage. They now dwell in Lancaster, Pa., where he sales manages a large wholesale hardware company. Her many friends gathered at Variety to greet her. They included her matron of honor. . . This city boasts the world's oldest Cinerama theatre, now showing "It's a Mad . . . World," where, reports Russ Russo, business is "tremendous." Over the years it has built up a network of ticket outlets in this city and outstate. One, a travel agency in Grand Rapids, has handled Music Hall tickets for 10 years. It is now announced 45 branch offices of the Automobile Club of Michigan will handle tickets, bringing total outlets to 65. . . . It would seem a strike at Detroit's two newspapers has been averted—for now at any rate. However, the paper handlers local is plaguing both publications by stoppages which find, on many days, papers coming out hours late. Negotiations over expired contracts continue.

HOUSTON

Paul M. Hochuli, 60, friend of show business stars across the country, died here. He was amusement editor of the Houston Press for nearly 27 years and had served as a staff writer on the now defunct newspaper for 40 years. . . . The Delman will be one of 18 showplaces chosen by Walt Disney for pre-release engagements of "Mary Poppins." I. B. Adelman, owner, said the film will open in October. . . . A free Easter egg hunt was held in the King Center east and the King Center west, sponsored by the South Park National Bank. . . . Easter sunrise services were held at three local drive-ins, the Airline, Hempstead, and Irvington.

JACKSONVILLE

Connie Haines, vocalist with band leader Tommy Dorsey for many years who later entered motion pictures as an MGM contract player, is a hometown girl who, after traveling the world over as a singer in hotel supper clubs, has purchased a home here for herself and her two children. She is the niece of M. I. "Honeyboy" Clements, local paper company executive who formerly starred in blackface minstrel shows. Connie appeared before President Lyndon B. Johnson in Washington on April 2, along with other selected entertainers, when the President made an award to Bob Hope. . . . Haines "Pop" Drayton, theatrical worker for more than a half a century, has retired from the Florida Theatre Bldg. staff. His place has been taken by Harry Chambers, who is also a senior theatrical worker. . . . Dunbar Morrow, who served as stage manager of the Florida Theatre for 36 years, has been awarded a gold membership card by IATSE Local 711 in recognition of his 50 years of service to the industry. Now seriously ill, Dunny is receiving the well wishes of a wide circle of friends. He has long been a popular figure in local theatrical circles. Through his wife, Alta, the entire local WOMPI group is deeply concerned with his welfare. . . . Howard Palmer, local executive of Kent Theatres, staged a big Sunday afternoon Easter egg hunt for the small children of patrons of the Blanding Drive-In. . . . Local racial disturbances had a serious effect on downtown stores and places of entertainment during the week preceding Easter Sunday. A series of protest marches, the picketing of hotels and restaurants, and impromptu riots resulted in beefed-up police patrols, curtailed bus service, and caused thousands to avoid entering downtown along expressway routes where some violence had flared. Before Easter arrived, a Community Council, composed of both white and Negro leaders, had been formed to head off more racial conflict. . . . Patricia Bryan, Universal staffer, and her husband Johnson have moved into a new home in suburban Springfield. . . . Doris Posten, United Artists cashier who heads the WOMPI nominating committee, has distributed straw ballots to all WOMPI members in advance of the group's annual election of officers. . . . A hard-working group of WOMPIs conducted a financially successful rummage sale at the Brentwood Housing Project. . . . WOMPI birthday gifts were presented to Vivian Ganas and Myrtice Williams, both of the FST home office. . . . A March gathering of WOMPI members, their families and friends was held at Joseppi's Italian Restaurant in Riverside. . . . Ida Belle Levey, United Artists, WOMPI president, has introduced her fellow members to a new service project which consists of supplying entertainment materials to residents of the Rosewood Haven for the Aged. . . . The local WOMPI group is now receiving bids from members who wish to reserve seats on a train coach which will carry them to the WOMPI convention at the Chase Park Plaza Hotel, St. Louis, next September. . . . Construction began for a new two-and-a-half-million-dollar downtown Public Library on East Forsyth street opposite the Empress and Imperial.

MIAMI, FLA.

Big social event in Nassau, Bahamas, was the charity premiere of "Strait-Jacket" at the Shirley Street Theatre. Star Joan Crawford made a personal appearance both at the premiere and at a champagne party following, in the Empire Room of the Montagu Beach Hotel. The Sir Victor Sassoon (Bahamas) Heart Foundation was the beneficiary of the performance. Miss Crawford, who is a close friend of Lady Sasson, was escorted by Jerry Pickman, Columbia publicist. . . . Services were held in Miami for Maurice F. Tobias, motion picture pioneer and retired editor of trade publications. . . . Wometco Enterprises, Inc., announced that it had agreed to purchase Anderson Vend-A-Matic Service, Inc., and three other companies serving South Carolina and Georgia with vending and industrial catering. The purchase price, approximately $1,500,000, will be paid partly in cash and partly in stock. . . . Miami Herald amusements page editor George Bourke devoted his Night Life column to two "local boys" who have made good, Academy Award nominees Sidney Poitier and Arnold Schulman. Bourke noted that although Schulman, nominee for best screenplay, "Love With The Proper Stranger," was born in Philadelphia, he attended Miami Beach High School while his father managed or operated several hotels.

OPENING NIGHT
BENEFIT PERFORMANCE
TEMPLE BETH EL MENS CLUB
CONNECTICUT PREMIERE
WED MARCH 25TH
AT 8:30 PM
WITH THE CINERAMA PRODUCTION
ITS A
MAD
MAD
MAD
MAD
WORLD
37 STARS
IN TECHNICOLOR

Mannie Friedman, right, Hartford resident manager for Lockwood and Gordon Theatres, looks on as Henry Weiner and Gil Gendel, Temple Beth El Men's Club, ready a poster for Cinerama Theatre benefit showing of UA-Cinerama's "It's A Mad, Mad, Mad, Mad World."

NEW HAVEN-HARTFORD

Peter Perakos, Jr., office manager, Perakos Theatre Associates, has been elected a director of the New Britain Rotary Club. . . . Harry Weiss, 20th-Fox field exploitation force, visited Lou Cohen, Loew's Palace, for "Cleopatra," and Ray McNamara, AB-PT Allyn, for "Shock Treatment." . . . Lockwood and Gordon redecorated the interior, installed new seat covers, and completed installation of Cinerama one-track projection equipment at the Cinerama Theatre. . . . The Contemporary Humanities Seminar at the University of Hartford slated an Apr. 7 session on motion picture censorship, chaired by H. Viggo Andersen, Hartford Courant amusements editor, and Allen M. Widem, Hartford Times amusements editor. . . . The Bailey Theatres' Whalley, New Haven, playing long-run engagement of 20th-Fox's "Cleopatra," has put new student price ($1.50) and children's charge ($1) into effect. Regular adult charge of $2.50 continues. . . . The subsequent-run Barnum, Bridgeport, has new Family Nite Plan in effect on Tuesdays, charging 50 cents for all seats. Children are admitted free when accompanied by adults. . . . Independent film producer Ronald Edwards has started Connecticut Valley location shooting on first of three projected feature attractions. Upwards of $100,000 will be spent on "Fools Rush In." Script and direction are also by Edwards. Edwards, headquartered at the Old Lyme Inn, Old Lyme, has yet to disclose releasing arrangements for any of the three motion pictures.

NEW ORLEANS

Gulf State Theatres slated May 30 for the reopening of the long closed Strand, Vicksburg, Miss. . . . Ben Siegel, Pathe Contemporary Films, Inc., was in. . . . Roland Hoffman, concession buyer, United Theatres, fractured a bone slightly above his ankle. . . . Joy Theatres, Inc., headed by Joy N. Houck, acquired the local Arabi on lease from Edgar G. Doer and Claude Bourgeois, of B & D Theatres. . . . Film Inspection Service are in their new quarters at 4701 Palmetto, off Jefferson Davis Parkway. . . . Mickey Burrows is filling in at Film Inspection Service during Marion Guerin's absence because of illness. . . . C. E. Martin reopened the Auto Vue Drive-In, Lorman, Miss., after a winter closing. . . . Gulf States Theatres will reopen the Palms, Ft. Walton, Fla., on May 30. . . . Mr. and Mrs. Lawrence Woolner, Woolner Pictures vice president, returned from Hollywood and conferences with Bernard Woolner on their new film, "Invasion From The Moon." . . . J. E. Adams reopened the Dixie Drive-In, Columbia, Miss., on Easter Sunday. . . . Southern Amusement Company reopened the Dixie, Lake Charles, La., dark a long time.

PHILADELPHIA

The Howard (Follies) gave up a nudie movie try and closed. . . . Benny Harris, American Film, was on a trip to the Virgin Islands. . . . The Majestic, Mount Penn, Pa., has closed indefinitely. The house had been showing foreign films, and was managed by Eugene H. Deeter. . . . Motion Picture Associates of Philadelphia is going to honor Bill Yurasko, Comerford Circuit film buyer, who has resigned to join Stanley Warner Theatres as New York film buyer, at a luncheon to be held in the Pink Room of the Bellvue Stratford Hotel on April 10. Don R. Hicks, Paramount exchange manager, is entertainment chairman.

PORTLAND

Max Cohen, Lake Theatre owner-manager in Oswego, suburban area, has his own closed-circuit television system. Cohen says the device gives him a look at the lobby, including his refreshment counter, while he is working in his projection room. A sound system makes it possible to talk to his personnel or to customers. . . . Joan Beaz, guitarist-vocalist, played to near capacity in the 3,100-seat Paramount. . . . Warner Brothers may film "The Great Race" on location in the Astoria area on the Oregon coast. Unit production men were inspecting possible locations. They included John G. McEdward, unit production manager, and Paul Helmick, second unit director. The picture, story of a race between New York and Paris. stars Jack Lemmon and Tony Curtis. About 500 extras would be hired, and between 70 and 100 technicians and players would arrive from Hollywood. . . . "Tom Jones" has set a house record at Stan Smith's Irvington. The Lopert-United Artists classic finished its fifth week nearly $1,000 ahead of the first week's gross. . . . Allan Weider, Paramount representative, has been conferring with Katherine Marshall at the Music Box on Samuel Bronston's "Fall of the Roman Empire," which opens April 15 on a road-show basis.

SALT LAKE CITY

Elizabeth Anderson, for many years a secretary to former Warners branch manager William F. Gordon, passed away at a local rest home following a lingering illness. . . . The road-show engagement of "The Fall Of The Roman Empire" premiered at the Centre on April 10. . . . A Dodge Dart will be first prize in the "Oscar Guessing Contest" tied in by Salt Lake newspapers and local theatres. . . . "Cleopatra" reopened at regular prices at the Studio. . . . A. Reese, Young Electric Sign Company, was killed in an automobile accident. He had worked in the electric sign business here for the past 25 years.

SAN ANTONIO

Norman Schwartz, manager, Aztec, operated by the Interstate Theatres Circuit, is holding bargain Saturday morning matinees during the showing of the CinemaScope version of Metro-Goldwyn-Mayer's Cinerama "How the West Was Won." Adults are being admitted for $1 to the special 11 a.m. to 2 p.m. showing. There are three showings each day. . . . In addition to Hollywood film star John Wayne, who is scheduled to appear in San Antonio in behalf of the Senatorial candidacy of Gordon McLendon on April 6, Chill Wills will also attend. Other movie stars who may attend the dinner include Rhonda Fleming, Joey Bishop, Robert Cummings, and Ken Curtis. . . . Eric Brendler, manager, Broadway, suburban house operated by the Interstate Theatre Circuit, posted the closing notice for "Tom Jones" after six fine weeks. . . . Herman Sollock, manager, Woodlawn, a suburban Cinema Arts operation, booked Rodgers and Hammerstein's "South Pacific" to follow the current showing of "Cleopatra." . . . Don Tynes, manager, Kelly Drive-In, operated by Gulf States Theatres, staged an Easter egg hunt for the kiddies with prizes given to those finding the hidden eggs. . . . Lee Lynch, manager, Towne Twin Drive-In, operated by Stanley Warner of Texas, presented four features on the Mission north and Mission south screens, with showtime beginning at 7:30 p.m. and the last showing of the last feature at 1:05 a.m. on the Mission north screen and at 1:21 a.m. on the Mission south screen. . . . With ideal weather, there were long lines of cars at the Olmos Drive-In, where "Lawrence of Arabia" opened a return showing, the first at a drive-in here. . . . A special price of 90 cents for students was offered at the Woodlawn during Easter Week for the current showing of "Cleopatra." . . . Lynn Krueger, manager, downtown Majestic, Interstate flagship, offered early morning showings for the youngsters out of school for Easter vacation of the Elvis Presley feature, "Kissin' Cousins."

CLARK
TRANSFER
INC.

829 N. 29th St.
Philadelphia, Pa. 19130
CEnter 2-3100

1638 Third St., N.E.
Washington, D. C. 20002
DUpont 7-7200

PROGRESSIVE ELECTRIC
CONSTRUCTION CO. INC.
240 N. 13th ST. • PHILADELPHIA 7, PA.
Theatre Installations
and Maintenance

SEATTLE

Thus far, there is little information regarding theatres in the heavy-hit Alaskan quake and tidal wave disaster areas, where large sections of cities and towns have been reduced to rubble. In Anchorage, the marquee of the Denali Theatre was resting on the sidewalk as the theatre dropped 10 feet when the ground sank below street level. Another Lathrop Circuit theatre, the Fourth Avenue, also in Anchorage, apparently withstood the shocks fairly well. There has been no word as yet of the Billikin Drive-In, operated by Ed and Marie Hanby. Sixty miles south of Anchorage, fire was added to the earthquate and tidal waves to ravage the city of Seward, as oil storage tanks erupted in spectacular fury. Ninety-five percent of the city's business district was destroyed. Word has not yet been received of W. E. ("Skip") Fletcher, who operates the Liberty Theatre at Seward and the Orpheum Theatre at Kodiak, where a 45-foot sea wave washed out the watrefront. The theatre at Holmes and the Center, Palmer, are also still unreported. . . . At the Columbia exchange, the former Linda Boden, secretary, has returned after a week's honeymoon following her marriage to Ron Haringa. . . . The Doug Fox Travel Service presented three travel films free to the public at the Hotel Edmond Meany. . . . Comedian Bob Hope will headline the first big entertainment feature of the year for Greater Seattle, Inc., to be held in the remodeled Coliseum next June 24 through 27. . . . The University of Washington presents the third John Danz lecturer, Professor Fred Hoyle, astronomer from Cambridge University. This is made possible through the philanthropic bequest of John Danz, founder of Sterling Theatres.

WASHINGTON

Irving Blumberg, Warner Brothers publicity representative, teamed up with Don Britton, Trans-Lux representative, and Joe Boyer, manager, Playhouse, to bring Washington one of its most celebrated openings in connection with Elia Kazan's prize winning film "America America," which premiered at the Trans-Lux Playhouse. The premiere was a benefit for the International Rescue Committee, a 30-year old organization assisting refugees from totalitarian oppression. A host of celebrities and diplomatic officials attended. Stathis Giallelis, 22-year-old Greek star who plays the lead role in the movie, and Katherine Balfour, one of the feminine leads, were on hand for the gala opening and reception which followed. Giallelis was in town before the opening and made the rounds with Blumberg and Leo Wilder, Warner Brothers executive, visiting radio and television stations. In addition they met the press, which resulted in some nice breaks for the picture. . . . Bud Levy, Trans Lux general manager, made a business trip to Washington visiting the Plaza, Trans Lux, and Playhouse. . . . Donald Britton, is the newly appointed Trans Lux representative in the Metropolitan area. Britton started his career in New York as an actor, appearing in three Broadway shows, touring with two of them from coast-to-coast. He also appeared in four feature films, three seasons of summer stock, and various network television shows. In addition, he was formerly under contract to Columbia Pictures. Before coming to Washington, Britton was manager of the 52nd Street Trans Lux. . . . Sid Zins, publicity representative for Columbia, is mourning the death of his father. . . . Frank LaFalce, advertising director for Stanley Warner Theatres, organized the opening of Samuel Bronston's "The Fall of the Roman Empire," which had a benefit premiere at the Warner.

Leading Exhibs Attend "Mary Poppins" Conclave

NEW YORK — Leading exhibitors from principal cities in the United States and Canada attended a two day session on "Mary Poppins" at the Walt Disney Studio, presided over by Irving H. Ludwig, president, Buena Vista Distribution Company.

Departing New York City, the Disney studios private jet plane carried exhibitors from New York and the East Coast area with a stop in Denver for boarding of exhibs from that territory, enroute to the Disney Burbank lot.

During the two day conclave, the theatremen attended a screening of "Mary Poppins," Julie Andrews-Dick Van Dyke starred. Following the screening, Disney ad-pub and merchandising specialists presented an intensive briefing of the supporting advertising and publicity campaign, including all facets of the tie-in promotions.

Exhibitors who accompanied Ludwig to the coast confabs included James Gould, Radio City Music Hall, New York; Bernard Myerson, Loew's Theatres, New York; George Beattie, William Goldman Theatres, Philadelphia; Adolph Goldberg and Robert Solomon, Community Theatres, Detroit; John Krier, Inter-Mountain Theatres, Salt Lake City; and John Denman, National General Corp., Denver. James O'Gara and Leo Greenfield, B. V. eastern and western division managers also attended.

Other top exhibitor officials who joined in the studio meetings included Robert Selig and Robert Sweeten, National General Corp., Los Angeles; David Wallerstein and Ed Seguin, Balaban and Katz, Chicago; Raymond Willie, Interstate Theatres, Dallas; I. B. Adelman and Ellis Ford, Adelman Theatres, Houston; E. D. Martin, Martin Theatres, Atlanta; and Earl Long, St. Francis Theatre, San Francisco.

"Mary Poppins" is scheduled for October openings in pre-release premiere engagement situations, with possible earlier openings in New York at the Radio City Music Hall and in Los Angeles at Grauman's Chinese Theatre.

SERVISECTION

THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months

MOTION PICTURE
EXHIBITOR
Plus
SHOWMEN'S TRADEREVIEW

Published every second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 27 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVISECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issues of each August will always contain a complete annual index.

Combined, the yellow paper SERVISECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.

APRIL 8, 1964
SECTION TWO
VOL. 71, NO. 13

FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the the producer. Abbreviations following title indicate type of story, such as

C—Comedy
CAR—Cartoon
COMP—Compilation
D—Drama
DOC—Documentary
MD—Melodrama
MU—Musical
W—Western
NOV—Novelty
TRAV—Travelogue

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as

CN—Cinerama
CS—CinemaScope
DC—Deluxe Color
DS—Dyaliscope
EC—Eastman Color
MC—MetroColor
PC—Pathe Color
PV—Panavision
RE—Reissue
TC—Technicolor
TE—Technirame
TS—Techniscope
VV—VistaVision
C—Other Color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and data of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

ALLIED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

6303 **BLACK ZOO**—MD-88m.—(PV; EC)—Michael Gough, Jeanne Cooper—5041 (5-1-63)—Mild horror entry for the program
6307 **CRY OF BATTLE**—D-99m.—Van Heflin, Rita Moreno, James MacArthur—5097 (10-9-63)—Fast action is satisfactory for program—Made in The Philippines.
6304 **55 DAYS AT PEKING**—D-150m.—(Super TE70; TC)—Charlton, Heston, Ave Gardner—5041 (5-1-63)—Segment of history makes impressive entertainment—Filmed in Spain
6301 **DAY OF THE TRIFFIDS, THE**—MD-93½m.—(CS; EC)—Howard Keel, Nicole Maurey—5041 (5-1-63)—High rating science fiction entry should please—English made
6309 **GUNFIGHT AT COMANCHE CREEK**—W-90m.—(PV; DC)—Audie Murphy, Colleen Miller—5113 (12-4-63)—Good western
6306 **GUN HAWK, THE**—W—92m.—(C)—Rory Calhoun, Rute Lee—5097 (10-9-63)—Good action entry
6210 **PAYROLL**—MD-79m.—Michael Craig, Francoise Prevost—5045 (5-15-63)—Good programmer—English
6302 **PLAY IT COOL**—MU-74m.—Billy Fury, Anna Palk—5065 (7-10-63)—Fair programmer—English
6305 **SHOCK CORRIDOR**—D-101m.—Peter Breck, Constance Towers—5065 (7-10-63)—Sojourn in mental institution is repelling and unpleasant
6401 **SOLDIER IN THE RAIN**—CD-88m.—Jackie Gleason, Steve McQueen, Tuesday Weld—5109 (11-20-63)—Unusual comedy drama has names to help
6308 **WAR IS HELL**—MD-81m.—Tony Russell, Bayes Barron—5125 (1-22-64)—Good war entry for lower half
YANK IN VIET-NAM, A—MD-80m.—Marshall Thompson, Kieu Chinh—5129 (2-5-64)—Well made programmer—Filmed abroad

COMING FEATURES IN ORDER OF RELEASE

Feb. **LIFE IN DANGER, A**—Derrin Nesbitt, Julie Hopkins
Mar. **SECRET DOOR, THE**—(C)—Robert Hutton, Sandra Dorne
April **STRANGLER, THE**—Victor Buono
May **NAKED KISS, THE**—Constance Towers, Anthony Eisley

COMING

CLASH BY NIGHT—Terence Longdon, Jennifer Jayne—English
MASTER SPY—Steven Murray, June Thorburn—English
NEVER PUT IT IN WRITING—Pat Boone, Milo O'Shea
PARTY, THE—Carol Lynley
TRAIN 349 FROM BERLIN—Jose Ferrer, Sean Flynn, Nicole Courcel

AMERICAN INTERNATIONAL

DISTRIBUTED DURING THE PAST 12 MONTHS

810 **BEACH PARTY**—C-100m.—(Pathe-Color; PV)—Bob Cummings, Dorothy Malone, Frankie Avalon—5069 (7-24-63)—Entertaining comedy has angles
819 **COMEDY OF TERRORS, THE**—C-86m.—(PV; C)—Vincent Price, Joyce Jameson, Peter Lorre, Boris Karloff, Basil Rathbone—5117 (12-18-63)—Mirthful, macabre money-maker
COMMANDO—MD-98m.— Stewart Granger, Dorian Grey—5145 (3-18-64)—French Foreign Legion programmer—Italian-made; English dialogue
DEMENTIA 13—MD-81m.—William Campbell, Luana Anders—5133 (2-19-64)—Horror for the duallers
ERIK THE CONQUEROR—MD-81m.—(Colorscope; TC)—Cameron Mitchell, Alice and Ellen Kessler—5113 (12-4-63)—Another Italian-made spectacle—Italian-made; dubbed in English
807 **FREE, WHITE AND 21**—D-102m.—Frederick O'Neal, Annalene Lund—5045 (5-15-63)—Exploitable, but controversial courtroom film with a gimmick
812 **HAUNTED PALACE, THE**—MD-85m.—(PV; PC)—Vincent Price, Debra Paget, Lon Cheney—5089 (9-11-63)—Plenty of chills in superior horror entry
MUSCLE BEACH PARTY—CMU-94m.—(PV; C)—Frankie Avalon, Annette Funicello—5149 (4-1-64)—Teeners may think this a cute novelty
PYRO—MD-99m.—(Panacolor)—Barry Sullivan, Martha Hyer—5113 (12-4-63)—Satisfactory horror meller—Made in Spain
813 **SUMMER HOLIDAY**—MU-100m.—(CS; TC)—Cliff Richard, Lauri Peters—5105 (11-6-63)—Lively musical treat for younger set —English
804 **TERROR, THE**—MD-81m.—(Vistascope; C)—Boris Karloff, Sandra Knight—5093 (9-25-63) Average entry for horror fans
TORPEDO BAY—MD-95m.—James Mason, Lilli Palmer—5145 (3-18-64)—Different war meller is okay programmer—Italian-made; English dialogue
809 **X-THE MAN WITH THE X-RAY EYES**—MD-80m.—(Spectarama; Pathecolor)—Ray Milland, Diana Van Der Vlis—5093—(9-25-63) Superior science fiction entry holds interest
805 **YOUNG RACERS, THE**—D-82m.—(Pathecolor)—Mark Damon, William Campbell, Luana Anders—5077 (8-21-63)—Auto racing action aimed at youthful set.

TO BE REVIEWED

BLACK SABBATH—(EC)—Boris Karloff
CALIFORNIA—Jock Mahoney
CAPTIVE CITY—(C)—David Niven, Ben Gazzara—Italian-made
EVIL EYE—John Saxon, Leticia Roman

. . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; A4—Unobjectionable for Adults with reservations; B—Objectionable in part for All; C—Condemned; follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

A

Advance To The Rear		MGM
Act One	A2	WB
All Of Me		Misc.
All The Way Home	A2	Par.
Alone Against Rome		For.
America, America	A3	WB
• Americanization of Emily, The .		MGM
• Amok		Fox
And Suddenly It's Murder	A2	For.
Any Number Can Win	A2	MGM
• Ape Woman, The		Emb.
• Aphrodite, Goddess Of Love ..		Emb.
Atom Age Vampire		For.
Auntie Mame—Re.	A3	WB

PLEASE NOTE . . .

This SERVISECTION is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF

B

Bandits On The Wind		For.
• Battle Of The Villa Fiorita, The		WB
Battle of the Worlds		Misc.
Beach Party	A3	A-I
• Beatles, The		UA
• Bedtime Story	A3	U
• Bear, The	AI	Emb
• Behold A Pale Horse		Col.
Beauty And The Beast	AI	UA
Beauty And The Body		Misc.
Becket	A3	Par.
Bell, Bare and Beautiful		Misc.
Best Man, The		UA
Best Of Cinerama, The		Misc.
Big Risk	A3	UA
Billy Liar	A3	For.
• Black Sabbath		AI
Black Gold	AI	WB
Black Zoo	A2	AA
Blood Feast		Misc.
Brass Bottle, The	AI	U
Break, The		For.
• Bullet For A Badman		U
Bunny Yeager's Nude Las Vegas		Misc.
• Bus Riley's Back In Town		U
Bye, Bye Birdie	A3	Col.

C

• California	A3	AI
Call Me Bwana	A2	UA
Captain Newman, M.D.	A2	U
Captain Sinbad	AI	MGM
• Captive City		AI
Cardinal, The	A3	Col.
Caretakers, The	A3	UA
• Carpetbaggers, The	B	Par.
Castillian, The	A2	WB
Cattle King	AI	MGM
Ceremony, The	A3	UA
Chalk Garden, The	A2	U-I
Charde	A2	U-I
• Cheyenne Autumn		WB
Children Of The Dammed	A2	MGM
• Circus World		Par.
• Clash By Night		AA
Cleopatra	B	Fox
Clown And The Kid, The	AI	UA
Come Blow Your Horn	A3	Par.
Comedy of Terrors, The	B	AI
Commando		A-I
Condemned Of Altona, The	A3	Fox
• Congo Vivo		Col.
Conjugal Bed, The	B	EMB
• Contempt		Emb.
Corridors of Blood	A3	Misc.
Court Martial	A2	UA
Crawling Hand, The		Misc.
Crimson Blade, The	AI	Col.
Cry Double Cross		For.
Cry Of Battle	B	AA
• Curse Of The Living Corpse, The	B	Fox

D

• Daffy		U
Dark Purpose	A2	U
Day And The Hour, The	A2	MGM
Day Mars Invaded Earth, The	AI	Fox
Day Of The Triffids, The	A2	AA
Dead Ringer	A3	WB
Dementia (Filmgroup)	B	A-I
Devil Ship Pirates		Col.
Die Fliedermaus		For.
• Distant Trumpet, A	A2	WB
Doulas, The Fingerman		For
Dream Maker, The	A-I	U
Dr. Crippen	A3	WB
Dr. Strangelove	A4	Col.
Doll, The	C	For.
Donovan's Reef	A2	Par.
Don't Give Up The Ship—Re.	A3	Par.
Drums Of Africa	AI	MGM
• Dubious Patroits, The		UA
Dual Of The Titans	A2	Par.

E

Easy Life, The	A4	Emb.
• East Of Sudan		Col.
8½	A4	Emb.
• Emil And The Detectives		BV
Empty Canvas, The		Emb.
Ensign Pulver	A2	WB
• Erik, The Conqueror	A2	A-I
• Evil of Frankenstein, The		U
• Evil Eye		A-I
Eyes of Annie Jones	A3	Fox

F

• Fail Safe		Col.
Fall Of The Roman Empire	AI	Par.

FEAR—Boris Karloff

GOLIATH AND THE ISLAND OF VAMPIRES—(S; C)—Gordon Scott

GRAVESIDE STORY, THE—(PV; C)—Vincent Price, Peter Lorre, Boris Karloff

ITS ALIVE—(C)—Peter Lorre, Elsa Lanchester

LAST MAN ON EARTH—Vincent Price

MASQUE OF THE RED DEATH, THE—(PV; C)—Vincent Price, Hazel Court

SAMSON AND THE SLAVE QUEEN—(C; S)—Allen Steele

SOME PEOPLE—(C)—Kenneth More

UNEARTHLY STRANGER, THE—John Neville

UNDER AGE—Anne MacAdams, Roland Royter

WAR HEAD—Sean Connery, Stanley Holloway

BUENA VISTA

DISTRIBUTED DURING THE PAST 12 MONTHS

FANTASIA—NOV-117m.—(TC)—Leopold Stokowski and Phila. Orchestra—5097 (10-9-63)—Reissue of something different should attract lots of interest in metropolitan sectors

INCREDIBLE JOURNEY, THE—MD-80m.—(TC)——Emile Genest, John Drainie—5101 (10-23-63)—Interesting Disney presentation

MISADVENTURES OF MERLIN JONES, THE—C-88m.—(TC)—Tommy Kirk, Annette—5125 (1-22-64)—Fairly amusing entry

143 **SAVAGE SAM**—MD-104m.—(TC)—Tommy Kirk, Kevin Corcoran, Marta Kisten—5049 (5-29-63)—Exciting Disney meller.

144 **SUMMER MAGIC**—CD-108m.—(TC)—Hayley Mills, Burl Ives. Dorothy Mcguire—5061 (6-26-63)—Another Disney family entertainment

SWORD IN THE STONE, THE—CAR-75m.—(TC)—Walt Disney—5097 (10-9-63)—Entertaining cartoon entry for kiddies and the young in heart

THREE LIVES OF THOMASINA, THE—D-97m.—(TC)—Patrick McGoohan, Susan Hampshire—5117 (12-18-63)—Entertaining Disney release—Filmed in England

TIGER WALKS, A—D-91m.—(TC)—Brian Keith, Vera Miles—5145 (3-18-64)—Good entry for family and younger set has Disney name

20,000 LEAGUES UNDER THE SEA—MD-127m.—(CS; TC)—Kirk Douglas, Peter Lorre—5098 (10-9-63)—Reissue is high rating Disney feature

YELLOWSTONE CUBS—DOC—47m.—(TC)—Narrated by Rex Allen—5049 (5-29-63)—Entertaining Disney featurette

TO BE REVIEWED

EMIL AND THE DETECTIVES—Walter Slezak, Cindy Cassell

MARY POPPINS—(TC)—Julie Andrews, Dick Van Dyke

MOON-SPINNERS, THE—Hayley Mills, Eli Wallach

THOSE CRAZY CALLOWAYS—(TC)—Brandon De Wilde, Brian Keith

COLUMBIA

DISTRIBUTED DURING THE PAST 12 MONTHS

719 **BYE BYE BIRDIE**—MUC-112m.—(PV; EC)—Janet Leigh, Dick Van Dyke, Ann Margaret—5037 (4-17-63)—Solid, popular musical comedy entertainment

CARDINAL, THE—D-175m.—(PV; TC)—Tom Tryon, Romy Schneider, Carol Lyndley—5101 (10-23-63)—High rating drama is gratifying on all counts

CRIMSON BLADE, THE—MD-83m.—(Hammerscope; C)—Lionel Jeffries, June Thorburn—5149 (4-1-64)—Fair import—English-made

DEVIL-SHIP PIRATES—MD-86m.—(HammerScope; C)—Christopher Lee, Andrew Keir—5145 (3-18-64)—Okay adventure yarn—English-made

DR. STRANGELOVE: OR HOW I LEARNED TO STOP WORRYING AND LOVE THE BOMB—CD-93m.—Peter Sellers, George C. Scott, Sterling Hayden—5129 (2-5-64)—Unusual serio-comedy should spark loads of word of mouth

721 **FURY OF THE PAGANS**—MD-86m.—(Dyaliscope)—Edmund Purdom, Rossana Podesta—5069 (7-24-63)—Another Italian-made spectacle for the program

GIDGET GOES TO ROME—C-101m.—(EC)—Cindy Carol, James Darren—5073 (8-7-63)—Gidget rides again in colorful entry—Filmed in Italy

IN THE FRENCH STYLE—D-105m.—Jean Seberg, Stanley Baker—5093 (9-25-63)—Poignant love story of American girl in Paris—Made in France

722 **JASON AND THE ARGONAUTS**—FAN-104m.—(EC)—Todd Armstrong, Nancy Kovack—5053 (6-12-63)—Entertaining fantasy features top special effects

003 **JUST FOR FUN**—MU-72m.—Mark Wynter,, Cherry Roland, Bobby Vee—5061 (6-26-63)—For lower half of program—English

714 **LAWRENCE OF ARABIA**—D-222m.—(PV; TC)—Peter O'Toole, Alec Guinness, Anthony Quinn—5005 (12-19-62)—Top ranking adventure epic is loaded with potential

L-SHAPED ROOM, THE—D-125m.—Leslie Caron, Tom Bell—5051 (5-29-63)—Absorbing tale of a girl's problem—English—Davis-Royal

MANIAC—MD-86m.—Kerwin Mathews, Nadia Gray—5101 (10-23-63)—Interesting mystery meller—English made

OLD DARK HOUSE, THE—CMD—86m.—Tom Poston, Janette Scott—5102 (10-23-63)—Amusing comedy shocker—English made

REACH FOR GLORY—D-89m.—Harry Andrews, Kay Walsh—5093 (9-25-63)—Strong entry for art spots—English made—Royal Films Int.

RUNNING MAN, THE—MD-103m.—(PV; EC)—Laurence Harvey, Lee Remick—5094 (9-25-63)—Interesting chase yarn—Filmed abroad

SEIGE OF THE SAXONS—MD-85m.—(TC)—Janette Scott, Ronald Lewis—5089 (9-11-63)—Fair programmer—Filmed in England

STRAIT-JACKET—MD-89m.—Joan Crawford, Diana Baker, Leif Erickson—5121 (1-8-64) Grisly, but exploitable, horror shocker

SWINGIN' MAIDEN, THE—C-81m.—(TC)—Michael Craig, Anne Helm, Jeff Donnell—5125 (1-22-64)—Fair supporting feature—t English made

006 **THREE STOOGES GO AROUND THE WORLD IN A DAZE, THE**—C-94m.—3 Stooges, Joan Freeman—5089 (9-11-63)—Cute take-off on Jules Verne work

001 **13 FRIGHTENED GIRLS**—MD-89m.—(EC)—Kathy Dunn, Murry, Hamilton—5061 (6-26-63)—Interesting programmer

UNDER THE YUM YUM TREE—C-110m.—(EC)—Jack Lemmon, Carol Lynley, Dean Jones—5098 (10-9-63)—Amusing romantic comedy

VICTORS, THE—D-153m.—(PV)—George Hamilton, George Peppard, Romy Schneider, others—5105 (11-6-63)—Provocative and unusual entry of much merit—Filmed abroad

COMING FEATURES IN ORDER OF RELEASE

Mar.	**PSYCHE 59**—Curt Jurgens, Patrica Neal
April	**QUICK GUN, THE**—(C)—Audie Murphy, Merry Anders
June	**HEY THERE, IT'S YOGI BEAR**—(C)—Feature Cartoon
June	**LONG SHIPS, THE**—TE; TC)—Richard Widmark Sidney Poitier, Leslie Parrish

COMING

BEHOLD A PALE HORSE—Gregory Peck, Anthony Quinn

CONGO VIVO—Jean Sebastian, Bachir Toure

EAST OF SUDAN—(TC)—Anthony Quale, Sylvia Sims—English

FAIL SAFE—Henry Fonda, Dan O'Herlihy

FINEST HOURS, THE—Documentory On Sir Winston Churchill—English-made

FIRST MEN IN THE MOON—(PV; TC)—Edward Judd, Martha Hyer

GOOD NEIGHBOR SAM—(C)—Jack Lemmon, Romy Schneider

LILITH—Warren Beatty, Jean Seberg, Kim Hunter, Peter Fonda

I LOVE, YOU LOVE—(Ultrascope; C)—Don Jada's Japanese Revue, Red Army Choir, Moisa Ballet

LORD JIM—(Super PV; TC)—Peter O'Toole, James Mason, Curt Jurgens

LOVE HAS MANY FACES—(PV; C)—Lana Turner, Cliff Robertson, Hugh O'Brian

MAJOR DUNDEE—(PV; C)—Charleston Heston, Richard Harris

MICKEY ONE—Franchot Tone, Hurd Hatfield, Alexandra Stewart

NEW INTERNS, THE—Michael Callan, Stefanie Powers

PLAYBOY—(C)—Tony Curtis

PLAY IT COOLER—Anthony Newly, Anne Aubrey

PUMPKIN EATER, THE—Anne Bancroft, Peter Finch—English

RIDE THE WILD SURF—(C)—Fabian, Tab Hunter

SCARLET BLADE—(C)—Lionel Jeffries—English-made

SENILITA—Anthony Franciosa, Claudia Cardinale

THESE ARE THE DAMMED—Macdonald Carey, Shirley Ann Field

TRAVELING LADY, THE—Steve McQueen, Lee Remick

WATCH IT, SAILOR—Dennis Price Marjorie Rhodes

EMBASSY

8½—FAN-135m.—Marcello Mastroianni, Claude Cardinale—5061 (6-26-63)—Strictly for art house sophisticates and Fellini fans—Italian; English titles

CONJUGAL BED, THE—CD-87m.—Ugo Tognazzi, Vidady—5094 (9-25-63)—Well-made, entertaining import—Italian made; English titles

EASY LIFE, THE—D-105m.—Vittorio Gassman, Jean Louis Trintignant—5121 (1-8-64)—Highly interesting import—Italian-made; English titles

FURY AT SMUGGLERS BAY—MD-92m.—Peter Cushing, Michele Mercier—*5117 (12-18-63)—Mediocre import—English-made*
LANDRU—D-114m.—(EC)—Charles Denner, Michele Morgan—5037 (4-17-63)—Absorbing import—French; English titles
WOMEN OF THE WORLD—DOC-107m.—(TC)—Narrated by Peter Ustinov—5065 (7-10-63)—Informative peek at cultural and anatomical similarities of women of the world in "Mondi Cane" Fashion—Italian; English narration
YESTERDAY, TODAY AND TOMORROW—COMP.-119m.—(C)—Sophia Loren, Marcello Mastroianni—5149 (4-1-64)—Entertaining import—Italian-made; English titles

COMING

APE WOMAN, THE—Ugo Tognazzi, Annie Girardot—Italian
BEAR, THE—Renato Rascal, Francis Blanche
APHRODITE, GODDESS OF LOVE—(C)—Isabel Corey
CONTEMPT—(WS; C)—Brigitte Bardot, Jack Palace—French
HOUSE IS NOT A HOME, A—Shelley Winters, Ralph Taeger, Robert Taylor
PASSIONATE THIEF, THE—Anna Magnani
YOUNG GIRLS OF GOOD FAMILY—Ziva Rodann—French
LIGHT FANTASTIC, THE—Dolores McDougal, Barry Bartle
LOVE MAKERS, THE—Claudia Cardinale, Jean-Paul Belmondo
THREE PENNY OPERA—Curt Jurgens, June Ritchie
GHOST AT NOON—(C)—Brigitte Bardot, Jack Palance
EMPTY CANVAS, THE—Bette Davis, Horst Buchholz
ONLY ONE NEW YORK—Documentary
ZULU—(TE; TC)—Stanley Baker, Jack Hawkins, Ulla Jacobson

MGM

DISTRIBUTED DURING THE PAST 12 MONTHS

ADVANCE TO THE REAR—C-97m.—(PV)—Glenn Ford, Stella Stevens, Melvyn Douglas—5150 (4-1-64)—Good cast sparks chucklesome service comedy
5421 **ANY NUMBER CAN WIN**—MD-111m.—(Dialyscope)—Jean Gabin, Alain Delon—5102 (10-23-63)—Good import—French-made; English titles
326 **CAPTAIN SINDBAD**—FAN-85m.—(TC)—Guy Williams, Heidi Bruhl—5062 (6-26-63)—Well-made fantasy is solid entertainment—Filmed abroad
331 **CATTLE KING**—W-89m.—(EC)—Robert Taylor, Joan Caulfield—5053—(6-12-63)—Large scale western
CHILDREN OF THE DAMNED—D-90.—Ian Hendry, Barbara Ferris—5126 (1-22-64)—Superior suspense shocker is worthy sequel of "Village Of The Damned"—English-made
DAY AND THE HOUR, THE—MD-115m.—Simone Signoret, Stuart Whitman—5141 (3-4-64)—Interesting import—French-made; English dialogue and titles
327 **DRUMS OF AFRICA**—MD-92m.—(MC)—Frankie Avalon, Mariette Hartley—5042 (5-1-63)—Okay adventure yarn for program
FAMILY DIARY—D-114m.—(TC)—Marcello Mastroianni, Jacques Perrin—5113 (12-4-63)—Drama for art spots—Italian-made; English titles
330 **FLIPPER**—D-90m.—(MC)—Chuck Connors, Luke Halpin, Kathleen Maguire—5045 (5-15-63)—Good family entertainment
319 **FOUR DAYS OF NAPLES, THE** —D-124m.—Regina Bianchi, Aldo Guiffre—5037 (4-17-63)—Inspiring import deserves highest rating—Italian; English titles
GLOBAL AFFAIR, A—C-84m.—Bob Hope, Lilo Pulver—5129 (2-5-64)—Hope comedy is cute idea
401 **HAUNTING, THE**—D-112m.—(PV)—Julie Harris, Claire Bloom, Richard Johnson—5077 (8-21-63)—Superior shocker with names
HOW THE WEST WAS WON—D-155m.—(CN; TC)—James Stewart, Debbie Reynolds, George Peppard, others—4997 (11-21-62)—The greatest western spectacle; tops them all
406 **HOOTENANNY HOOT**—MU-91m.—Peter Breck, Ruta Lee, Pam Austin—5089 (9-11-63)—Entertaining entry pushing new country music craze.
325 **IN THE COOL OF THE DAY**—D-89m.—(PV; MC)—Jane Fonda, Peter Finch—5049 (5-29-63)—Fairly interesting romance
323 **IT HAPPENED AT THE WORLD'S FAIR**—C-105m.—(PV; MC)—Elvis Presley, Joan O'Brien—5038 (4-17-63)—All depends on Presley draw
KISSIN' COUSINS—CMU-96m.—(MC)—Elvis Presley, Glenda Farrell—5141 (3-4-64)—Cute Presley entry
MAIL ORDER BRIDE—C-85m.—(PV; MC)—Buddy Ebsen, Keir Dullea, Lois Nettleton—5126 (1-22-64)—Appealing western comedy with different twist
307 **MAIN ATTRACTION, THE**—D-90m.—(MC)—Pat Boone, Nancy Kwan—5053 (6-12-63)—Adult drama of young love with circus background—Filmed in England and Italy
403 **MURDER AT THE GALLOP**—CD-81m.—Margaret Rutherford, Robert Morley—5065 (7-10-63)—'Miss Marple' returns in another delightful mystery-comedy—English
355 **MUTINY ON THE BOUNTY**—D-179m.—(PV; TC)—Marlon Brando, Trevor Howard, Tarita—499B (11-21-62)—High rating adventure entry
NIGHT MUST FALL—D-105m.—Albert Finney, Sheila Hancock—5150 (4-1-64)—Well-made drama—English-made
PRIZE, THE—D-135m.—(PV; MC)—Paul Newman, Elke Sommer, Edward G. Robinson—5114 (12-4-63)—Names, plenty of action boost plush drama—Partly made in Sweden
324 **RIFIFI IN TOKYO**—MD-89m.—Karl Boehm, Barbara Lass—5042 (5-1-63)—Ordinary crime meller is program material—Made in Japan
SEVEN FACES OF DR. LAO—FAN.-100m.—(MC)—Tony Randall, Arthur O'Connell, Barbara Eden—5141 (3-4-64)—Unusual, interesting fantasy
328 **SLAVE, THE**—MD-102m.—(CS; EC)—Steven Reeves—5045 (5-15-63)—Good action entry about ancient Romans—Italian-made dubbed in English
SQUARE OF VIOLENCE—MD-96m.—(Wide Screen)—Broderick Crawford—5098 (10-9-63)—Okay programmer—European made
SUNDAY IN NEW YORK—C-105m.—(MC)—Cliff Robertson, Jane Fonda, Rod Taylor—5117 (12-18-63)—Bright, sophisticated comedy to suit adult tastes
TAMAHINE—C-85m.—(CS; EC)—Nancy Kwan, John Fraser—5150 (4-1-64)—Pleasant romantic comedy for program—English-made
333 **TARZAN'S THREE CHALLENGES**—MD-92m.—(Dylascope; MC)—Jock Mahoney, Woody Strode—5066 (7-10-63)—Colorful Tarzan adventure—Filmed abroad
334 **TICKLISH AFFAIR, A**—AC-89m.—(PV; MC)—Shirley Jones, Gig Young, Red Buttons—5066 (7-10-63—Mild romantic comedy aimed at family audiences
409 **TWILIGHT OF HONOR**—D-104m.—(PV)—Richard Chamberlain, Nick Adams, Joan Blackman—5094 (9-25-63)—Interesting trial drama for adults
TWO ARE GUILTY—D-131m.—Anthony Perkins, Jean-Claude Brialy—5142 (3-4-64)—Interesting import—French-made; English titles
404 **WHEELER DEALERS, THE**—C-106m. (PV; MC)—James Garner, Lee Remick—5094 (9-25-63)—Money-men run riot in bright, star-filled farce
336 **YOUNG AND THE BRAVE, THE**—D-84m.—Rory Calhoun, William Bendix—5046 (5-15-63)—Okay programmer
402 **V.I.P.'s THE**—D-119m.—(PV; MC)—Elizabeth Taylor, Richard Burton, Louis Jourdan—5077 (8-21-63)—A big one with potent names—English made

COMING FEATURES IN ORDER OF RELEASE

VICE AND VIRTUE—Catherine Daneuve, Annie Girardot, Robert Hasseln
TIKO AND THE SHARK—(WS; C)—Tahitian Cast
Mar. **MGM'S BIG PARADE OF COMEDY**—Compilation
May **GOLDEN ARROW, THE**—(TE; EC)—Tab Hunter, Rosanna Padesta
May **RHINO**—(MC)—Harry Guardino, Robert Culp

COMING

AMERICANIZATION OF EMILY, THE—James Garner, Julie Andrews, Melvyn Douglas
FLIPPER'S NEW ADVENTURE—(MC)—Brian Kelly, Helen Cherry
GLADIATORS SEVEN—(CS)—Richard Harrison
GOLD FOR THE CAESARS—(C)—Jeffrey Hunter
GUNFIGHTERS AT CASA GRANDE—Alex Nicol
HERCULES, SAMSON, AND ULYSSES—(WS; EC)—Kirk Morris, Richard Lloyd—Italian-made
HONEYMOON HOTEL—(CS)—Robert Goulet, Nancy Kwan
LOOKING FOR LOVE—(MC)—Connie Francis, Jim Hutton
LOVE CAGE—Jane Fonda, Alan Delon
MURDER MOST FOUL—Margaret Rutherford, Terry Scott
NIGHT OF THE IGUANA—Richard Burton, Ava Gardner, Deborah Kerr
OF HUMAN BONDAGE—Kim Novak, Laurence Harvey,
OUTRAGE, THE—(PV)—Paul Newman, Claire Bloom, Laurence Harvey
POSTMAN'S KNOCK—Spike Milligan, Barbara Shelley
SANDOKAN, THE GREAT—(WS; TC)—Steve Reeves
SIGNPOST TO MURDER—(PV)—Joanne Woodward, Stuart Whitman
SMOG—(WS)—Annie Girardot, Renato Salvatore

Family Diary	A2	MGM
Fantasia—Re.	A2	BV
Farewell To Arms, A—Re.—	B	Fox
• Fate Is The Hunter		Fox
• FBI Code 98	A1	WB
• Fear		A-I
Fiances, The	A2	For.
55 Days At Peking	A1	AA
• Finest Hours, The		Col.
Fire Within, The		For.
• First Men In The Moon		Col.
Flight From Ashiya	A3	UA
Flipper	A1	MGM
• Flipper's New Adventure		MGM
For Love Or Money	B	U-I
• For Those Who Think Young	A3	UA
Four Days Of Naples	A2	MGM
Four For Texas	B	WB
Free White and 21	B	A-I
From Russia, With Love	B	UA
Fun In Acapulco	A3	Par.
Fury at Smuggler's Bay	A2	Emb
Fury Of The Pagans	A2	Col.

G

Gathering Of Eagles, A	A1	U-I
• Ghost At Noon		Emb.
Giant Of Metropolis, The		For.
Gidget Goes To Rome	A1	Col.
Glass Cage, The		Misc.
• Gladiators Seven	A-I	MGM
Global Affair, A	A3	MGM
• Gold For The Caesars		MGM
• Golden Arrow, The		MGM
• Goliath And The Island Of Vampires	A1	A-I
Gone Are The Days	A2	Misc.
• Goodbye Charlie		Fox
• Good Neighbor Sam		Col.
• Good Soup, The		Fox
• Graveside Story, The		A-I
Great Escape, The	A1	UA
• Great Race, The		WB
• Greatest Story Ever Told, The		UA
Guest, The	A3	For
Gunfight At, Comanche Creek	A3	AA
Gunfight At The Ok Corral—Re.	B	Par.
• Gunfighter At Casa Grande		MGM
Gun Hawk, The	B	AA
• Guns At Batasi		Fox

H

Hand Of Death	A2	Fox
Harbor Lights	A2	Fox
Haunted Palace	A2	A-I
Haunting, The	A2	MGM
He Rides Tall	B	U
• Hercules, Samson And Ulysses		MGM
• Hey There, It's Yogi Bear		Col.
• Hide And Seek	A2	U
High And Low		For.
• Honeymoon Hotel		MGM
Hootenanny Hoot	A2	MGM
• Horror Of It All, The		Fox
• Horror Of Party Beach, The	B	Fox
House Of The Damned	A2	Fox
• House Is Not A Home, A		Emb.
• How To Murder Your Wife		UA
How The West Was Won	A1	MGM
Hud	A3	Par.

I

• I'D Rather Be Rich		U
• I Love, You Love	C	Col.
Incredible Journey, The	A1	BV
In The French Style	A3	Col.
In The Cool Of The Day	B	MGM
Incredible Mr. Limpet, The	A1	WB
Invincible Gladiator, The		For.
• Invitation To A Gunfighter		UA
Invitation To Murder		For.
Irma La Douce	B	UA
Island Of Love	B	WB
• Island Of The Blue Dolphins		U
It Happened At The World's Fair	A2	MGM
• It's Alive		AI
It's A Mad, Mad, Mad, Mad World	A1	UA

J

Jason and the Argonauts	A1	Col.
Johnny Cool	B	UA
Just For Fun	A2	Col.

K

King Kong vs. Godzilla	A1	U
Kings Of The Sun	A2	UA
● Kiss Me, Stupid		UA
Kiss Of The Vampire	A2	U
● Kisses For My President		WB
Kissin' Cousins	B	MGM
● Kitten With A Whip		U
Knife In The Water	C	For.

L

L Shaped Room	A4	Col.
Ladies Who Do	A2	For.
Ladybug, Ladybug	A2	UA
● Lady In A Cage	B	Par.
Lancelot And Guinevere (Sword of Lancelot)	A2	U-I
Landru	B	Emb.
Lassie's Great Adventure	A1	Fox
● Last Man on Earth		A-I
Last Train From Gun Hill, The—Re.	A2	Par.
Lawrence Of Arabia	A2	Col.
Law Of The Lawless	A1	Par.
Leopard, The	A3	Fox
● Life In Danger, A	A2	AA
● Light Fantastic, The	B	Emb.
Lilies Of The Field, The	A1	UA
● Lilith		Col.
List Of Adrian Messenger, The	A1	U-I
● Lively Set, The		U
● Long Ships, The		Col.
● Longest Day, The	A1	Fox
● Looking For Love	B	MGM
● Lord Jim		Col.
● Love Cage		MGM
● Love Has Many Faces		Col.
● Love Makers, The		Emb.
Love On A Pillow	C	Col.
Love With the Proper Stranger	A3	Par.

M

Madmen Of Mandores		Misc.
Mail Order Bride	A3	MGM
Main Attraction, The	B	MGM
● Major Dundee		Col.
Man From Galveston, The	A2	WB
Man In The Middle	B	Fox
Man Who Knew Too Much, The —RE	A1	Par.
Maniac	A3	Col.
Man's Favorite Sport?	A3	U-I
Marilyn	B	Fox
● Marnie		U
● Mary Poppins		BV
Mary, Mary	A2	WB
● Masque Of The Red Death		AI
● Master Spy		AA
● McHale's Navy		U
● MGM's Big Parade Of Comedy	A1	MGM
McLintock	A1	UA
● Mickey One		Col.
Misadventures of Merlin Jones	A1	BV
● Mister Moses		UA
Moderato Contabile		For.
● Moon-Spinners, The		BV
Move Over, Darling	A3	Fox
Murder At The Gallop	A1	MGM
● Murder Most Foul		MGM
Muscle Beach Party		A-I
Mutiny On The Bounty	A2	MGM
● My Fair Lady		WB
My Son, The Hero	A1	UA
My Son the Vampire		For.

N

Naked Autumn		For.
● Naked Kiss, The	A3	AA
● Never Put It In Writing		AA
● New Interns, The		Col.
New Kind Of Love, A	B	Par.
Night Must Fall	B	MGM
● Night Of The Iguana		MGM
● Nightmare	A2	U
Nutty Professor, The	A1	Par.

O

● Of Human Bondage		MGM
Of Love And Desire	B	Fox
Old Dark House, The	A2	Col.
One Man's Way	A1	UA
1000 Shapes of A Female		Misc.
● One Way Pendulum		UA
● Only One New York		Emb.
● Out-Of-Towners, The		WB
● Outrage, The		MGM

UNSINKABLE MOLLY BROWN, THE—(PV; MC)—Debbie Reynolds, Harve Presnell
VILLAGE OF DAUGHTERS—Eric Sykes, Gregoire Aslan
VIVA LAS VEGAS—PV; MC)—Elvis Presley, Ann Margret

PARAMOUNT

DISTRIBUTED DURING THE PAST 12 MONTHS

6307 **ALL THE WAY HOME**—D—103m.—Jean Simmons, Robert Preston, Michael Kearney—5095 (9-25-63)—Well made drama for discriminating audiences
6319 **BECKET**—D-148m.—(PV; TC)—Richard Burton, Peter O'Toole, Martita Hunt—5146 (3-18-64)—High rating dramatic entertainment
6221 **COME BLOW YOUR HORN**—C-112m.—(PV; TC)—Frank Sinatra, Molly Picon, Barbara Rush—5049 (5-29-63)—Very funny comedy should roll to top returns
6220 **DONOVAN'S REEF**—CD-107m.—(TC)—John Wayne, Lee Marvin, Elizabeth Allen—5062 (6-26-63)—Sell the names and the action
R6301 **DON'T GIVE UP THE SHIP**—C-89m.—Jerry Lewis—5073 (8-7-63)—Amusing Lewis entry—Reissue
6217 **DUEL OF THE TITANS**—MD-90m.—(CS; EC)—Steve Reeves, Gordon Scott, Virna Lisi—5062 (6-26-63)—Actionful, large scale spectacle of ancient times—French-Italian co-production; dubbed in English
FALL OF THE ROMAN EMPIRE, THE—D-180m.—(Ultra-PV; TC)—Sophia Loren, Stephen Boyd, Alec Guinness—5150 (4-1-64)—Overwhelming entry rates high among epics—Filmed in Spain
6305 **FUN IN ACAPULCO**—MU-100m.—(TC)—Elvis Presley, Ursula Andress—5109 (11-20-63)—Presley sings again
R6218 **GUNFIGHT AT THE O.K. CORRAL**—W-122m.—(TC)—Burt Lancaster, Kirk Douglas—5056 (6-12-63)—Super western rates high—Reissue
6216 **HUD**—D-112m.—(PV)—Paul Newman, Melvin Douglas, Patricia Neal—5046 (5-15-63) High rating dramatic entertainment
R6223 **LAST TRAIN FROM GUN HILL, THE**—W-94m.—(TC)—Kirk Douglas, Anthony Quinn—5056 (6-12-63)—Suspenseful, big scale western—Reissue
6316 **LAW OF THE LAWLESS**—W-87m.—(TS-TC)—Dale Robertson, Yvonne DeCarlo, William Bendix—5146 (3-18-64)—Suspenseful western with big names
6312 **LOVE WITH THE PROPER STRANGER**—D-100m.—Natalie Wood, Steve McQueen—5118 (12-18-63)—Warm, entertaining drama of youngsters searching for love
R6214 **MAN WHO KNEW TOO MUCH, THE**—MD-120m.—(VV; TC)—James Stewart, Doris Day—5046 (5-15-63)—Reissue of high rating Hitchcock thriller
6304 **NEW KIND OF LOVE, A**—C-110m.—(TC)—Paul Newman, Joanne Woodward. Thelma Ritter—5090 (9-11-63)—Entertaining comedy
6219 **NUTTY PROFESSOR, THE**—C-107m.—(TC)—Jerry Lewis, Stella Stevens—5046 (5-15-63)—Jerry Lewis rides again
6318 **PARIS PICK-UP**—D-90m.—Robert Houssein, Lea Massari—5114 (12-4-63)—Mystery meller import of average interest—French-made; dubbed in English
6314 **PARIS WHEN IT SIZZLES**—C-110m.—(TC)—William Holden, Audrey Hepburn—5146 (3-18-64)—Fair comedy will depend on name power—French-made
R6302 **ROCK-A-BYE BABY**—C-116m.—(TC)—Jerry Lewis—5073 (8-7-63)—Highly amusing Lewis entry—Reissue
6313 **SEVEN DAYS IN MAY**—D-120m.—Burt Lancaster, Kirk Douglas, Ava Gardner—5129 (2-5-64)—Engrossing drama with name-filled cast
6317 **SON OF CAPTAIN BLOOD**—MD-88m.—(CS; TC)—Sean Flynn, Ann Todd—5114 (12-4-63)—Fair action entry—Made abroad
R6308 **TO CATCH A THIEF**—MYC-106m.—(VV; TC)—Cary Grant, Grace Kelly—5073 (8-7-63)—High rating entertainment—Reissue
R6215 **TROUBLE WITH HARRY, THE**—C-99m.—(VV; TC)—Edmund Gwenn, John Forsythe, Shirley MacLaine—5046 (5-15-63)—Reissue is off-beat, amusing Hitchcock entry
R6309 **VERTIGO**—MD-127m.—(VV; TC)—James Stewart, Kim Novak—5073 (8-7-63)—Names will help suspense film—Reissue
6310 **WHO'S BEEN SLEEPING IN MY BED?**—C-103m.—(PV; TC)—Dean Martin, Elizabeth Montgomery, Carol Burnett—5114 (12-4-63)—Sophisticated, adult comedy
6306 **WHO'S MINDING THE STORE?**—C-90m.—(TC)—Jerry Lewis, Jill St. John—5114 (12-4-63)—Amusing Lewis entry
6303 **WIVES AND LOVERS**—C-103m.—Janet Leigh, Van Johnson, Shelly Winters—5073 (8-7-63)—Loads of laughs in sophisticated comedy about romantic hi-jinks

COMING FEATURES IN ORDER OF RELEASE

June **LADY IN A CAGE**—Olivia de Havilland, Jeff Corey, Ann Southern

COMING

CARPETBAGGERS, THE—(70mm. PV; TC)—George Peppard, Alan Ladd, Carroll Baker, Martha Hyer
CIRCUS WORLD—(TC)—John Wayne, Claudia Cardinale, John Smith, Rita Hayworth
PATSY, THE—(TC)—Jerry Lewis, Ina Balin
ROBINSON CRUSOE ON MARS—(TS; TC)—Paul Mantee, Vic Lundin
ROUSTABOUT—(T; TC)—Elvis Presley, Barbara Stanwyck
STAGE TO THUNDER ROCK—(TC)—Barry Sullivan, Marilyn Maxwell, Scott Brady
WALK A TIGHTROPE—Dan Duryea, Patrica Owens
WHERE LOVE HAS GONE—(TS; TC)—Susan Hayward, Bette Davis

20TH CENTURY-FOX

DISTRIBUTED DURING THE PAST 12 MONTHS

304 **DAY MARS INVADED EARTH, THE**—MD-70m.—(CS)—Kent Taylor, Marie Windsor—5050 (5-29-63)—Unusual, interesting programmer
CLEOPATRA—D-192m.—(Todd-AO; DC)—Elizabeth Taylor, Richard Burton, Rex Harrison—5062 (6-26-63)—Superior entertainment
312 **CONDEMNED OF ALTONA, THE**—D-114m.—Sophia Loren, Maximilian Schell, Fredric March—5090 (9-11-63)—Powerful, disturbing drama for discriminating—Made in Europe
EYES OF ANNIE JONES, THE—MD-73m.—Richard Conte, Francesca Annis—5146 (3-18-64)—Okay dualler—English-made
320 **FAREWELL TO ARMS, A**—D-123m.—(CS; DC)—Rock Hudson, Jennifer Jones—5090 (9-11-63)—Fine filmization of famous book—Reissue
212 **HAND OF DEATH**—MD-62m.—(CS)—John Agar, Paula Ramond—5038 (4-17-63)—'Moster' dualler
317 **HARBOR LIGHTS**—MD-68m.—(CS)—Kent Taylor, Miriam Colon—5069 (7-24-63)—Fair programmer
313 **HOUSE OF THE DAMNED**—MD-62m.—(CS)—Ronald Foster, Merry Anders—5042 (5-1-63)—Good "haunted house" meller for duallers
LASSIE'S GREAT ADVENTURE—MD-103m.—(DC)—Lassie, Jon Provost, June Lockhart—5147 (3-18-64)—Okay for kids as part of program
311 **LEOPARD, THE**—D-161m.—(CS; DC)—Burt Lancaster, Alan Delon, Claudia Cardinale—5078 (8-21-63)—Cannes prize winner is over-long entry for art, specialty spots—Italian-made
318 **LONGEST DAY, THE**—D-180m.—(CS)—All-star cast—4986 (10-10-62)—High rating war entry—Filmed abroad
401 **MAN IN THE MIDDLE**—D-94m.—(CS)—Robert Mitchum, France Nuyen—5121 (1-8-64)—Interesting drama—Filmed in England and India
302 **MARILYN**—DOC.—83m.—(CS; C and black and white)—Narrated by Rock Hudson—5056 (6-12-63)—Mildly impressive documentary on late Marilyn Monroe
324 **MOVE OVER DARLING**—C-103m.—(CS; DC)—Doris Day, James Garner, Polly Bergen—5115 (12-4-63)—Entertaining comedy
319 **OF LOVE AND DESIRE**—D-97m.—(DC)—Merle Oberon, Steve Cochran, Curt Jurgens—5090 (9-11-63)—Romantic drama is fair entry for adults only—Mexican-made
316 **POLICE NURSE**—MD-64m.—(CS)Ken Scott, Merry Anders—5050 (5-29-63)—For the lower half
SHOCK TREATMENT—D-94m.—(CS)—Stuart Whitman, Carol Lynley, Roddy McDowell, Lauren Bacall—5142 (3-4-64)—Exploitable shocker
SOUTH PACIFIC—MU-151m.—(CS; DC)—Rossano Brazzi, Mitzi Gaynor—5142 (3-4-64)—Entertaining hit—Reissue
309 **STRIPPER, THE**—D-95m.—(CS)—Joanne Woodward, Richard Beymer—5042 (5-1-63)—Interesting drama
SURF PARTY—DMU-68m.—Bobby Vinton, Patricia Morrow—5151 (4-1-64)—Programmer has some teen appeal
323 **TAKE HER, SHE'S MINE**—C-98M.—(CS; DC)—James Stewart, Sandra Dee, Audrey Meadows—5102 (10-23-63)—Highly amusing romantic comedy
326 **THUNDER ISLAND**—MD-65m.—(CS)—Gene Nelson, Fay Spain, Miriam Colon—5098 (10-9-63)—Good programmer
WHAT A WAY TO GO—C-111m.—(CS; DC)—Shirley MacLaine, Paul Newman, Robert Mitchum—5151 (4-1-64)—Fun filled entry is headed for better returns
315 **YELLOW CANARY, THE**—D-93m.—(CS)—Pat Boone, Barbara Eden—5038 (4-17-63)—Well-made mystery thriller

COMING FEATURES IN ORDER OF RELEASE

March **THIRD SECRET, THE**—(CS)—Stephen Boyd, Pamela Franklin—English
April **CURSE OF THE LIVING CORPSE, THE**—
April **HORROR OF PARTY BEACH, THE**—

COMING

AMOK—Jock Mahoney, Margia Dean
FATE IS THE HUNTER—(CS; C)—Glenn Ford, Suzanne Pleshette
GOODBYE CHARLIE—(CS; C)—Tony Curtis, Debbie Reynolds, Pat Boone
GUNS AT BATASI—(CS; C)—Jack Hawkins, Flora Robson—English
HORROR OF IT ALL, THE—Pat Boone, Erica Rogers
RIO CONCHOS—(CS; C)—Stuart Whitman, Richard Boone
VISIT, THE—(CS)—Ingrid Bergman, Anthony Quinn
ZORBA, THE GREEK—Anthony Quinn, Simone Signoret

UNITED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

BEAUTY AND THE BEAST—MD-77m.—(TC)—Joyce Taylor, Mark Damon—5095 (9-25-63)—Okay family programmer—Harvard

BEST MAN, THE—D-102m.—Henry Fonda, Cliff Roberston, Edie Adams—5151 (4-1-64)—Good drama on men and women in politics—Miller-Turman

BIG RISK, THE—D-111m.—Lino Ventura, Sandra Milo—5056 (6-12-63)—Interesting crime meller—Franco-Italian co-production; dubbed in English—Amon

6314 **CALL ME BWANA**—C-103m.—(EC)—Bob Hope, Anita Ekberg, Edie Adams—5050 (5-29-63)—Entertaining Hope entry—Eon

6315 **CARETAKERS, THE**—D-97m.—Robert Stack, Polly Bergan, Joan Crawford—5078 (8-21-63)—Gripping drama of life in mental hospital—Barlett

6404 **CEREMONY, THE**—D-105m.—Laurence Harvey, Sarah Miles—5118 (12-18-63)—Best for the arty set—Harvey

6207 **CLOWN AND THE KID, THE**—D-66m.—John Lupton, Mike McGeevey, Mary Webster—5091 (9-11-63)—For the lower half and Saturday matinees—Harvard

COURT MARTIAL—MD-82m.—Karlheinz Boehm, Sabina Sesselman—5098 (10-9-63)—Interesting, tragic war story—German-made; dubbed in English

FLIGHT FROM ASHIYA—MD-100m.—(PV; EC)—Yul Brynner, Richard Widmark, Shirley Knight—5147 (3-18-64)—Episodic but actionful meller has names to sell—Daieu-Hecht

6407 **FROM RUSSIA WITH LOVE**—MD-118m.—(TC)—Sean Connery, Lotte Lenya—5142 (3-4-64)—Second in James Bond series shapes up as big winner—Eon

6312 **GREAT ESCAPE, THE**—MD-168m.—(PV; DC)—Steve McQueen, James Garner—5038 (4-17-63)—Solid, exciting, suspenseful P.O.W. yarn—Mirisch

6313 **IRMA LA DOUCE**—C-146m.—(PV; TC)—Jack Lemmon, Shirley MacLaine—5056 (6-12-63)—Highly entertaining entry for adult audiences—Mirisch

6401 **IT'S A MAD, MAD, MAD, MAD WORLD**—C-167m. plus Intermission—(Cinerama; ultra-Panavision; TC)—Spencer Tracy, Milton Berle, Ethel Merman, others—5109 (11-20-63)—High rating entertainment—Kramer

6319 **JOHNNY COOL**—MD-101m.—Henry Silva, Elizabeth Montgomery—5091 (9-11-63)—Actionful killer-gangster meller—Chrislaw

6402 **KINGS OF THE SUN**—D-108m.—(PV; DC)—Yul Brynner, Shirley Anne Field—5118 (12-18-63)—Names must carry mild spectacle—Mirisch

6405 **LADYBUG, LADYBUG**—D-84m.—Jane Connell, William Daniels—5119 (12-18-63)—Off-beat drama with a message—Perry

6321 **LILIES OF THE FIELD, THE**—CD-94m.—Sidney Poitier, Lilla Skala—5073 (8-7-63)—Heartwarming, delightful family entertainment—Rainbow

6322 **MC LINTOCK**—W-127m.—(PV; TC)—John Wayne, Maureen O'Hara—5112 (11-20-63)—Well-made fun western

6320 **MY SON, THE HERO**—MD-111m.—(TC)—Pedro Armendariz, Antonella Lualdi—5095 (9-25-63)—Adventure yarn offers fun—Italian-made; dubbed in English

6406 **ONE MAN'S WAY**—D-105m.—Don Murray, Diana Hyland—5130 (2-5-64)—Warm, appealing life story of Dr. Norman Vincent Peale—Ross

6403 **PINK PANTHER, THE**—C-113m.—(TC; TE)—David Niven, Peter Sellers, Robert Wagner, Capucine—5130 (2-5-64)—Highly entertaining comedy—Mirisch

6323 **STOLEN HOURS**—D-100m.—(DC)—Susan Hayward, Michael Craig—5098 (10-9-63)—Well-done heart-tugger aimed at the ladies—English-made—Mirisch

6226 **THIRD OF A MAN**—D-80m.—Simon Oakland, Jimmy Gaines,—5091 (9-11-63)—Family programmer of mental illness—Phoenix

781 **TOM JONES**—C—131m.—(EC)—Albert Finney, Susannah York—5100 (10-9-63)—High rating entry for adult audiences—English-made

6316 **TOYS IN THE ATTIC**—D-90m.—(PV)—Dean Martin, Geraldine Page, Wendy Hiller, Yvette Mimieux—5063 (6-26-63)—Powerful, adult drama—Mirisch-Claude

6318 **TWICE TOLD TALES**—MD-119m.—(TC)—Vincent Price, Mari Blanchard—5099 (10-9-63)—Okay horror item—Kent

WORLD OF HENRY ORIENT, THE—C-106m.—(PV; DC)—Peter Sellers, Paula Prentiss—5147 (3-18-64)—Cute and amusing comedy—Pan-Arts

COMING FEATURES IN ORDER OF RELEASE

June **FOR THOSE WHO THINK YOUNG**—(TS; TC)—James Darren, Pamela Tiffin—Essex

COMING

BEATLES, THE—The Beatles-English-made

DUBIOUS PATRIOTS, THE—(PV; C)—Stewart Granger, Henry Silva, Raf Vallone, Mickey Rooney—Corman

GREATEST STORY EVER TOLD, THE—(CN; TC)—Max Von Sydow, Charlton Heston—George Stevens

HOW TO MURDER YOUR WIFE—Jack Lemmon, Virna Lisi, Terry-Thomas—Murder, Inc.

INVITATION TO A GUNFIGHTER—(PV; EC) —Yul Brynner, Janice Rule—Kramer

KISS ME, STUPID—(PV)—Dean Martin, Kim Novak, Peter Sellers—Mirisch

MISTER MOSES—(PV; C)—Robert Mitchum, Carroll Baker—Ross

ONE WAY PENDULUM—Eric Sykes, Julia Foster—English-made

SATAN BUG, THE—(PV; C)—George Maharis, Anne Francis, Richard Basehart—Mirisch

SEVENTH DAWN, THE—William Holden, Susannah York—Helvia

SHOT IN THE DARK, A—(PV; C)—Elke Sommer, Peter Sellers—Mirisch

633 SQUADRON—(PV; C)—Cliff Robertson, George Chakiris—Mirisch

TOPKAPI—Melina Mercouri, Peter Ustinov, Maximillian Schell—Filmways

TRAIN, THE—Burt Lancaster, Jeanne Moreau

WOMAN OF STRAW—(C)—Gina Lollabrigida, Sean Connery

UNIVERSAL

DISTRIBUTED DURING THE PAST 12 MONTHS

BRASS BOTTLE, THE—C-89m.—(EC)—Tony Randall, Burl Ives, Barbara Eden—5133 (2-19-64)—Lightweight, fun-filled entry

CAPTAIN NEWMAN, M.D.—CD-126m.—(EC)—Gregory Peck, Tony Curtis, Angie Dickinson, Bobby Darin—5103 (10-23-63)—Very good comedy drama

CHALK GARDEN, THE—D-106m.—(TC)—Deborah Kerr, Hayley Mills, John Mills—5151 (4-1-64)—Fine drama—English-made

CHARADE—CMD-114m.—(TC)—Cary Grant, Audrey Hepburn—5095 (9-25-63)—Pleasing, well-made entertainment—Filmed abroad

6320 **DARK PURPOSE**—MD-97m.—(TC)—Shirley Jones, Rossano Brazzi, George Sanders—5130 (2-5-64)—Okay mystery show

DREAM MAKER, THE—MU-87m.—(C)—Tommy Steele, Angela Douglas—5131 (2-5-64)—Pleasant programmer—English-made

6319 **FOR LOVE OR MONEY**—C-108m.—(EC)—Kirk Douglas, Mitzi Gaynor—5063 (6-26-63)—Fun entry is well made

6313 **GATHERING OF EAGLES, A**—D-115m.—(EC)—Rock Hudson, Rod Taylor, Mary Peach—5057 (6-12-63)—The Strategic Air Command in action

HE RIDES TALL—W-84m.—Tony Young, Dan Duryea, Jo Morrow—5142 (3-4-64)—Formula western with unpleasant touches

HIDE AND SEEK—MD-90m.—Ian Carmichael, Janet Munro, Curt Jurgens—5133 (2-19-64)—Okay programmer—English-made

6314 **KING KONG VS GODZILLA**—MD-90m.—(C)—Michael Keith, James Yagi—5057 (6-12-63)—Exploitable science fiction entry for program—Japanese made

6318 **KISS OF THE VAMPIRE**—MD-88m.—(EC)—Clifford Evans, Niel Willman—5074 (8-7-63)—Good horror entry—English

6312 **LANCELOT AND GUINEVERE (SWORD OF LANCELOT)**—D-116m.—(PV; EC)—Cornel Wilde, Jean Wallace—5042 (5-1-63)—Colorful tale of Knights of yesteryear—English made

6315 **LIST OF ADRIAN MESSENGER, THE**—MD-98m.—George C. Scott, Dana Wynter—5050 (5-29-63)—Absorbing, well-made mystery

MAN'S FAVORITE SPORT?—C-120m.—(TC)—Rock Hudson, Paula Prentiss—5126 (1-22-64)—Cute comedy

6309 **PARANOIAC**—MD-80m.—Jeanette Scott, Oliver Reed—5039 (4-17-63)—Interesting horror import—English

RAIDERS, THE—W-75m.—(C)—Robert Culp, Brian Keith, Judi Meredith—5119 (12-18-63)—For the lower half

6310 **SHOWDOWN**—W-79m.—Audie Murphy, Kathleen Crowley—5039 (4-17-63)—For lower half of program

SWORD OF LANCELOT—SEE LANCELOT AND GUINEVERE

6311 **TAMMY AND THE DOCTOR**—CD-88m.—(EC)—Sandra Dee, Peter Fonda—5047 (5-15-63)—Cute series entry

YOUNG AND WILLING—D-110m.—Virginia Maskell, Paul Rogers, Ian McShane—5131 (2-5-64)—Interesting drama—English-made

P

Palm Springs Week-End	B	WB
Parnoiac	A2	U-I
Paris Pick-Up		Par.
● Party, The		AA
Paris When It Sizzles	A3	Par.
● Passionate Thief, The	A3	Emb.
● Patsy, The		Par.
Payroll	B	AA
Pink Panther	A3	UA
Pirate And The Slave Girl		For.
● Playboy		Col.
Playgirls International		Misc.
Play It Cool	A2	AA
● Play It Cooler		Col.
Please, Not Now!	C	For.
Point Of Order	A2	Misc.
Police Nurse	A3	Fox
● Postman's Knock		MGM
Prize, The	A3	MGM
● Psyche 59	B	Col.
Psychomania		Misc.
● Pumpkin Eater, The		Col.
Pyro	A3	A-I

Q

● Quick Gun, The	A2	Col.

R

Raiders, The	A1	U
Rampage	B	WB
Reach For Glory		Col.
● Rhino		MGM
● Ride The Wild Surf		Col.
Rififi In Tokyo	A3	MGM
● Rio Conchos		Fox
● Robin And The 7 Hoods		WB
● Robinson Crusoe On Mars		Par.
Rock-A-Bye Baby—Re.	A1	Par.
● Roustabout		Par.
Running Man, The	A3	Col.

S

● Samson And The Slave Queen	A1	A-I
● Sandokan, The Great		MGM
● Satan Bug, The		UA
Savage Sam	A1	BV
● Scarlet Blade, The		Col.
● Secret Door, The	A2	AA
● Send Me No Flowers		U
● Senilita		Col.
Servant, The		For.
Seven Days In May	A2	Par.
Seven Faces Of Dr. Lao, The	A1	MGM
● Seventh Dawn, The		UA
Seventh Juror, The		For.
● Sex And The Single Girl		WB
Shock Corridor	B	AA
Shock Treatment	A2	Fox
● Shot In The Dark, A		UA
Showdown	A2	U
Siege Of The Saxons	A1	Col.
● Signpost To Murder		MGM
Silence, The	C	For.
● 633 Squadron		UA
Skydivers, The		Misc.
Slave, The	A2	MGM
Slime People, The		Misc.
● Smog		MGM
● Soldier In The Rain	B	AA
● Some People		A-I
Son Of Captain Blood, The	A1	Par.
Sound Of Laughter, The		Misc.
South Pacific-RE.	A3	Fox
Square Of Violence	A2	MGM
● Stage To Thunder Rock	A2	Par.
Stark Fear		Misc.
Stolen Hours	A2	UA
Strait-jacket	A3	Col.
● Strange Bedfellows		U
● Strangler, The	B	AA
Stripper, The	B	Fox
Summer Holiday	A1	A-I
Summer Magic	A1	BV
Summer Place—Re.	B	WB
Sunday In New York	B	MGM
Sunswept		For.
Surf Party	A2	Fox
Swingin' Maiden, The	A1	Col.
Sword And The Stone	A1	BV
Sword Of Lancelot (See Lancelot And Guinevere)		

T

Take Her, She's Mine	A3	Fox
Tamahine	A3	MGM
Tammy And The Doctor	A1	U-I
Tarzan's Three Challenges	A1	MGM
Terrified		Misc.
Terror, The	A2	A-I
Therese		For.
● These Are The Damned		Col.
Three Lives Of Thomasina, The	A1	BV
● Three Penny Opera		Emb.
Three Stooges Go Around The World In A Daze	A1	Col.
Third Of A Man	A2	UA
● Third Secret, The	A3	Fox
Thrill Of It All, The	A2	U-I
13 Frightened Girls	A1	Col.
● Those Crazy Calloways		BV
Thunder Island	A2	Fox
Tiara Tahiti	B	For.
Ticklish Affair, A	A1	MGM
Tiger Walks, A		BV
● Tiko And The Shark		MGM
To Bed—Or Not To Bed	A3	For.
To Catch A Thief—Re.	A2	Par.
Tom Jones	A4	UA
● Topkapi		UA
Torpedo Bay		AI
Touch Of Hell, A		For.
Toys In The Attic	A3	UA
● Train 349 From Berlin		AA
Traitors, The	A1	U
● Train, The		UA
● Traveling Lady, The		Col.
Trouble With Harry, The—Re.	B	Par.
20,000 Leagues Under The Sea-Re.	A1	BV
Twice Told Tales	A2	UA
Twilight Of Honor	A3	MGM
Two Are Guilty	A3	MGM

U

● Unearthly Stranger, The		A-I
● Under Age		AI
Under The Yum Yum Tree	A4	Col.
● Unsinkable Molly Brown, The		MGM

V

Vertigo—Re.	A2	Par.
● Vice And Virtue		MGM
Victors, The	A3	Col.
● Village Of Daughters		MGM
● Visit, The		Fox
● Viva Las Vegas	B	MGM
V.I.P.'s, The	A3	MGM

W

Wacky Playboy, The		Misc.
● Walk A Tightrope		Par.
Wall Of Noise	B	WB
● War Head		AI
War Is Hell	A2	AA
War Of The Buttons, The	C	For.
● Watch It, Sailor		Col.
Werewolf in a Girl's Dormitory	A2	Misc.
What A Way To Go!		Fox
Wheeler Dealers, The	A2	MGM
● Where Love Has Gone		Par.
Who's Been Sleeping In My Bed	B	Par.
Who's Minding The Store?	A1	Par.
● Wild And Wonderful	A1	U
Witch's Curse, The		For.
Wives And Lovers	B	Par.
● Women Of Straw		UA
Woman Of The World	C	Emb.
World Of Henry Orient, The	A2	UA

X

X—The Man With The X-Ray Eyes	A2	A-I

Y

Yank In Viet-nam, A	A1	AA
Yellow Canary, The	A2	Fox
Yellowstone Cubs		BV
● Yesterday, Today And Tomorrow	B	Emb.
Young And The Brave	A1	MGM
● Young Girls Of Good Family		Emb.
● Youngblood Hawke	A3	WB
Young And Willing	A4	U
Young Racers, The	A2	A-I
● Young Swingers, The	A1	Fox

Z

● Zorba, The Greek		Fox
● Zulu		Emb.

6316 **THRILL OF IT ALL, THE**—C—108m.—(EC)—Doris Day, James Garner—5057 (6-12-63)—Highly amusing comedy
6317 **TRAITORS, THE**—MD—71m.—Patrick Allen, James Maxwell—5057 (6-12-63)—Suspense meller for supporting slot—English

COMING

BEDTIME STORY—(C)—Marlon Brando, David Niven, Shirley Jones
BULLET FOR A BADMAN—(EC)—Audie Murphy, Darren McGavin, Ruta Lee
BUS RILEY'S BACK IN TOWN—(C)—Ann-Margret, Michael Parks
DAFFY—Michael Parks, Celia Kaye
EVIL OF FRANKENSTEIN—(C)—Peter Cushing
I'D RATHER BE RICH—(C)—Sandra Dee, Robert Goulet
ISLAND OF THE BLUE DOLPHINS—(EC)—Celia Kaye, Jule Jayne
LIVELY SET, THE—(C)—James Darren, Pamela Tiffin
KITTEN WITH A WHIP—Ann-Margret, John Forsythe
MARNIE—(TC)—Tippi Hedren, Sean Connery
McHALE'S NAVY—(C)—Ernest Borgnine, Joe Flynn
NIGHTMARE—David Knight, Moira Redmond—English-made
SEND ME NO FLOWERS—(C)—Rock Hudson, Doris Day
STRANGE BEDFELLOWS—Rock Hudson, Gina Lollobrigida
WILD AND WONDERFUL—(C)—Tony Curtis, Christine Kaufmann

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

362 **ACT ONE**—CD-110m.—George Hamilton, Jason Robards, Jr.—5119 (12-18-63)—Very good comedy drama
358 **AMERICA AMERICA**—D-174m.—Stathis Giallelia—5121—(1-8-64)—Well-made, interesting drama—Filmed abroad
AUNTIE MAME—C-143m.—(TE; TC)—Rosalind Russell, Forrest Tucker—5074 (8-7-63)—Highly humorous entertainment—Reissue
263 **BLACK GOLD**—MD-98m.—Phillip Carey, Diane McBain—5050 (5-29-63)—Fairly interesting oil yarn
352 **CASTILIAN, THE**—D—103m.—(Panacolor; EC)—Caesar Romero, Alida Valli—5099 (10-9-63)—Colorful action adventure for program—Made in Spain
357 **DEAD RINGER**—D-115m.—Bette Davis, Karl Malden—5131 (2-5-64)—Interesting drama
361 **DR. CRIPPEN**—D-98m.—Donald Pleasance, Coral Browne, Samantha Eggar—5133 (2-19-64)—Fair import—English-made
366 **ENSIGN PULVER**—C-104m.—(PV; TC)—Robert Walker, Burl Ives, Millie Perkins—5143 (3-4-64)—Entertaining service comedy
356 **4 FOR TEXAS**—CMD-124m.—(TC)—Frank Sinatra, Dean Martin, Anita Ekberg—5122 (1-8-64)—Western has angles for boxoffice action
359 **INCREDIBLE MR. LIMPET, THE**—C-99m.—(TC)—Don Knotts, Carole Cook—5131 (2-5-64)—Good fun film
264 **ISLAND OF LOVE**—C-101m.—(PV; TC) Robert Preston, Georgia Moll—5039 (4-17-63)—Cute and colorful comedy
360 **MAN FROM GALVESTON, THE**—W—57m.—Jeff Hunter, Joanna Moore—5126 (1-22-64)—Short feature is okay dualler
354 **MARY, MARY**—C-126m.—(TC)—Debbie Reynolds, Barry Nelson—5091 (9-11-63)—Amusing picturization of stage hit
355 **PALM SPRINGS WEEKEND**—CD-100m.—(TC)—Troy Donahue, Connie Stevens—5105 (11-6-63)—Program entry has angles for teens and others
353 **RAMPAGE**—D-98m.—(TC)—Robert Mitchum, Elsa Martinelli, Jack Hawkins—5078 (8-21-63)—Two men and a woman on safari is interesting drama
SUMMER PLACE—D-130m.—(TC)—Richard Egan, Dorothy McGuire—5074 (8-7-63)—Well-made tale of human emotions could gross big—Reissue
351 **WALL OF NOISE**—D-112m.—Ty Hardin, Suzanne Pleshette, Dorothy Provine—5078 (8-21-63)—Interesting romantic drama with horse race background

COMING FEATURES IN ORDER OF RELEASE

May **DISTANT TRUMPET, A**—(PV; TC)—Troy Donahue, Suzanne Pleshette
June **FBI CODE 98**—Jack Kelly
June **ROBIN AND THE 7 HOODS**—(PV; TC)—Frank Sinatra, Dean Martin, Sammy Davis, Jr., Bing Crosby

COMING

BATTLE OF THE VILLA FIORITA, THE—Rossano Brazzi, Maureen O'Hara
CHEYENNE AUTUMN—(Super-PV 70; C)—Edward G. Robinson, James Stewart, Carroll Baker
FBI CODE 98—Jack Kelly, Peggy McCay
GREAT RACE, THE—(WS; C)—Jack Lemmon, Tony Curtis
KISSES FOR MY PRESIDENT—Fred MacMurray, Polly Bergen
MY FAIR LADY—(Super Panavision 70; TC)—Rex Harrison, Audrey Hepburn
OUT-OF-TOWNERS, THE—Glenn Ford, Geraldine Page
SEX AND THE SINGLE GIRL—(TC)—Tony Curtis, Natalie Wood, Henry Fonda
YOUNGBLOOD HAWKE—James Franciscus, Suzanne Pleshette

MISCELLANEOUS

ALL OF ME—NOV.—73m.—(Partly EC)—Brenda DeNaut—5122 (1-8-64)—Nudie novelty has several angles—Brenner
BALCONY, THE—D-84m.—Shelley Winters, Peter Falk—5035 (4-3-63)—For adults only in the art spots—Continental
BATTLE OF THE WORLDS—MD-84m.—(C)—Claude Raines—5119 (12-18-63)—Fair science fiction meller—Topaz
BEAUTY AND THE BODY—NOV.-70m.—(C)—Kip Behar, Judy Miller—5134 (2-19-64)—Okay program filler—Manson Dist. Corp.
BELL, BARE AND BEAUTIFUL—NOV—64m.—(EC)—Virginia Bell—5106 (11-6-63)—Nudie novelty has Bell name—Griffith
BEST OF CINERAMA, THE—COMP.-142m.—(TC; CN)—Best of past Cinerama efforts—5122 (1-8-64)—Cinerama
BUNNY YEAGER'S NUDE LAS VEGAS—NOV.-69m.—(EC)—Bunny Yeager—5134 (2-19-64)—Fair nudie novelty for fast buck spots—Cinema Syndicate
CRAWLING HAND, THE—MD-89m.—Rod Lauren, Sirry Steffen—5134 (2-19-64)—Fair dualler—Hansen Ent.
CORRIDORS OF BLOOD—MD-87m.—Boris Karloff—5053 (6-12-63)—Exploitable horror item—English—MGM through Independent Exchanges
GLASS CAGE, THE—MD-84m.—Arline Sax, Robert Kelljan—5134 (2-19-64) For the lower half—Futuramic
GONE ARE THE DAYS—CD—97m.—Ruby Dee, Ossie Davis—5106 (11-6-63)—Satire on integration for limited market—Hammer Bros.
MADMEN OF MANDORAS—MD—74m.—Walter Stocker, Audrey Caire—5126 (1-22-64)—Okay programmer—Crown Int.
1000 SHAPES OF A FEMALE—NOV.—79m.—(EC)—Dan Craig, Faith Van Gilbert—5122 (1-8-64)—Artists and nude models at work in Greenwich Village—Cinema Syndicate
PLAYGIRLS INTERNATIONAL—NOV. 70m.—(EC)—Produced and directed by Doris Wishman—5115 (12-4-63)—Fair Nudie Novelty—Westfield
POINT OF ORDER—DOC.-97m.—Produced by Emile De Antonio and Daniel Talbot—5131 (2-5-64)—Documentary based on Army-McCarthy hearings has limited appeal—Point
PSYCHOMANIA—MD-90m.—Lee Philips, Kaye Elhardt, Sheppard Strudwick—5134 (2-19-64)—(2-19-64)—Fair exploitable mystery effort—Victoria
SLIME PEOPLE, THE—MD-60m.—Robert Hutton, Judee Morton—5134 (2-19-64)—Filler for the duallers—Hansen Ent.
SKYDIVERS, THE—MD—75m.—Kevin Casey, Marcia Knight—5127 (1-22-64)—Strictly filler for duallers—Crown Int.
SOUND OF LAUGHTER, THE—COMP.—75m.—Narrated by Ed Wynn—5122 (1-8-64)—Comedy compilation from old films is moderately amusing—Union
STARK FEAR—MD-86m.—Beverly Garland, Skip Homler—5134—(2-19-64)—Spotty effort on an ugly subject—Ellis
TERRIFIED—MD-70m.—Rod Lauren, Steve Drexel, Tracy Olsen—5119 (12-18-63)—Teenage study in terror—Crown Int.
WACKY PLAYBOY, THE—C-63m.—Tommy Raft—5135 (2-19-64)—Feeble semi-nude attempt—Futuramic
WEREWOLF IN A GIRLS' DORMITORY (GHOUL IN SCHOOL, THE)—MD-84m.—Barbara Lass, Carl Schell—5056 (6-12-63)—Okay horror entry—MGM through Independent Exchanges

FOREIGN

DISTRIBUTED DURING THE PAST 12 MONTHS

ALONE AGAINST ROME—MD-100m.—(TC, Totalscope)—Jefferies Lang, Rosanna Podesta—5135 (2-19-64)—Elaborate Italian-made spectacle—Italian-made; English titles—Medallion

AND SUDDENLY IT'S MURDER—C-90m.—(CS)—Alberto Sordi, Dorian Gray, Vittorio Gassman—5135 (2-19-64)—Amusing import—Italian-made; English titles and dialogue—Royal Films Int.

ATOM AGE VAMPIRE—MD—87m.—Albert Lupo, Susanne Loret—5123 (1-8-64)—Okay horror entry—Italian-made; dubbed in English—Topaz

BANDITS ON THE WIND—MD-113m.—(Tohoscope)—Yosuke Natsuki—5135 (2-19-64)—Entertaining Japanese western—Japanese-made; English titles—Toho

BILLY LIAR—D—96m.—Tcm Courtenay, Julie Christie—5123 (1-8-64)—Import is treat for art, specialty spots—English—Continental Dist.

BREAK, THE—D-80m.—William Lucas, Tony Britton, Eddie Byrne—5135 (2-19-64)—Fast moving import—English-made—Union

CRY DOUBLE CROSS—MD-65m.—Hardy Kruger—5123 (1-8-64)—Actionful crime meller—German-made; dubbed in English—Atlantic Pictures

DIE FLIEDERMAUS—MUC-107m.—(EC)—Peter Alexander, Marianne Cook—5138 (2-19-64)—Entertaining musical based on Johann Strauss operetta—German-made; English titles—Casino

DOLL, THE—D-100m.—Per Oscarsson—5138 (2-19-64)—Off-beat art house entry—Swedish-made; English titles—Kanawha Films

FIANCES, THE—D-84m.—Carlo Cabrini, Anna Canzi—5138 (2-19-64)—Fair import—Italian-made; English titles—Janus

FIRE WITHIN, THE—D-110m.—Maurice Ronet, Lena Skerla—5138 (2-19-64)—Fair import—French-made; English titles—Gilbralter

GIANT OF METROPOLIS, THE—MD—92m.—(C)—Gordon Mitchell—5123 (1-8-64)—Interesting science fiction melodrama—Italian-made; dubbed in English—Seven Arts

GUEST, THE—D-105m.—Alan Bates, Donald Pleasance, Robert Shaw—5138 (2-19-64)—Interesting drama—English

HIGH AND LOW—MD-142m.—Toshiro Mifune—5139 (2-19-64)—Highly interesting mystery melodrama—Japanese-made; English titles—Continental

INVINCIBLE GLADIATOR, THE—MD—96m.—(Wide Screen)—Richard Harrison, Isabel Corey—5123 (1-8-64)—Action packed Italian spectacle—Italian-made; dubbed in English—Seven Arts

INVITATION TO MURDER—MD—65m.—Robert Beatty—Okay private investigator programmer—5127 (1-22-64)—English-made—Atlantic Pictures

KNIFE IN THE WATER—D—95m.—Leon Niemczyk, Iolente Umecka—5127 (1-22-64)—Compelling psychological drama for art spots—Polish; English titles—Kanawha

LA BONNE SOUPE—CD-97m.—(CS)—Annie Girardot, Franchot Tone, Marie Bell—5147 (3-18-64)—Amusing entry for art spots—French-made; English titles—Int. Classics

LADIES WHO DO—C—85m.—Peggy Mount, Robert Morley—5123 (1-8-64)—Mildly amusing entry—English-made; Continental

LOVE ON A PILLOW—D-102m.—(C; Franscope)—Brigitte Bardot, Robert Hossein—5125 (1-22-64)—Depends on star draw—Made in France; dubbed in English—Royal Films Int.

MODERATO CONTABILE—D—95m.—Jeanne Moreau, Jean-Paul Belmonde—5127 (1-22-64)—Dull import—French-made; English titles—Royal Films Int.

MY SON THE VAMPIRE—C-72m.—Bela Lugosi, Arthur Lucan—5120 (12-18-63)—Okay combination of slapstick and horror—English-made—Blue Chip Prod.

NAKED AUTUMN—D—98m.—(Dyaliscope)—Simone Signoret, Reginald Kernan—5115 (12-4-63)—Fair import—French-made; English titles—UMPO

PIRATE AND THE SLAVE GIRL—MD—86m.—(Colorscope; Color)—Lex Barker, Chelo Alonso—5115 (12-4-63)—Costume meller has Lex Barker name—Italian-made; dubbed in English—Crest

PLEASE, NOT NOW!—C—74m.—Brigitte Bardot—5115 (12-4-63)—Saucy Bardot comedy in French style—French-made; dubbed in English—Int. Classics

SEVENTH JUROR, THE—D-90m.—Bernard Blier, Daniele Delorme—5139 (2-19-64)—Well-made murder drama—French-made; English titles—Trans-Lux

SILENCE, THE—D-95m.—Ingrid Thulin, Gunnel Lindbolm—5139 (2-19-64)—Adult, off-beat Ingmar Bergman entry will cause talk—Swedish-made; English titles—Janus

SUNSWEPT—NOV-65m.—(EC)—Yannick—5120 (12-18-63)—Nudist novelty—English-made—American Int. Dist.

THERESE—D—107m.—Emmanuele Riva, Philippe Noiret—5127 (1-22-64)—Fair offering for art spots—French-made; English titles—Pathe

TIARA TAHITI—D—100m.—(EC)—James Mason, John Mills—5116 (12-4-63)—Fair program entry—English made—Zenith Int.

TO BED—OR NOT TO BED—CD—103m.—Alberto Sordi—5127 (1-22-64)—Well made import—Italian-made; English titles—Continental

TOUCH OF HELL, A—D-87m.—Anthony Quale, Sarah Churchill—5143 (3-4-64)—Fair import—English-made—Governor Films

WAR OF THE BUTTONS, THE—CD-92m.—Jacques Dufilho, Yvette Etievant—5124 (1-8-64)—Amusing entry for art spots—French-made; English titles—Bronston

WITCH'S CURSE, THE—FAN-79m.—(C)—Kirk Morris—5139 (2-19-64)—Strictly for the duallers—Italian-made; dubbed in English—Medallion

THESE
THEATRE-
TESTED
FORMS
AVAILABLE TO
MOTION PICTURE
EXHIBITOR
SUBSCRIBERS!

DATE BOOK FORMS:
. . . Pocket-Size-6 ring (3¾ x 6¾ in.) Dated full year supply $1.00
. . . Large Size-3 ring (9 x 12 in.) Undated 52 pages .... .50

SERVICE-KIT SYSTEM:
. . . Large Size complete set of: Date Book forms, Availability and Playoff Worksheets, Performance Record and Cut-Off sheets, Booking Calendar, Other Dividers 1.30
. . . Availability and Playoff Worksheets (9 x 12 in.) 10 pages .... .10
. . . Performance record and Cut-Off Sheets (9 x 12 in.) 20 pages .... .25

BINDERS, Plain:
. . . For Pocket-Size Date Book-6 ring. Soft leatherette. 1.30
. . . For Service-Kit System, Reviews, Service-Section. Stiff leatherette. 1.50

ZIPPER CASE BINDERS, Leather:
. . . 3-Ring, genunine cowhide. Tax incl. 6.00

BOXOFFICE STATEMENTS:
. . . Regular theatre. Padded in 50's and punched (5½ x 9 in.). Per Pad .... .30
. . . Drive-in theatre. Padded in 50's and punched (5½ x 9 in.). Per Pad .... .30

PROGRAM AND RUNNING TIME SCHEDULES:
. . . For regular and drive-in theatres. Padded in 50's. Per Pad .... .30

BOOKKEEPING SYSTEM—Book:
. . . At-A-Glance (copyright) for regular and drive-in theatres. Annual record (9 x 12 in.) 1.75

BUSINESS ANALYSIS SPREAD-SHEETS:
. . . Drive-in theatres only. Large sheets (11 x 16 in.) Set of 13 sheets .... .55

PAYROLL FORMS:
. . . Weekly for regular and drive-in. Folding flap (8½ x 11 in.). Set of 52 sheets 1.30

EMPLOYEE EARNINGS RECORD CARDS:
. . . Annual card for each employee (8½ x 11 in.). All deductions. Set of 12 cards .40

PETTY CASH CONTROL SYSTEM:
. . . Voucher pads, numbered consecutively. (3 x 5 in.) Per Pad .... .30
. . . Weekly envelopes for filing full week's transactions. Set of 50 .... .65

SERVICE MANUALS FOR TRAINING:
. . . Separate sections on regular and drive-in employees. Each .10

EXHIBITOR
BOOK SHOP
317 N. Broad St.
Philadelphia, Pa. 19107

FEATURE FILMS PRODUCTION NUMBERS and NATIONAL RELEASE DATES 1962-'63 and 1963-'64 SEASONS

(This is a listing of all production numbers and release dates, as made available by the companies on 1962-63 and 1963-64 product, accurate to time of publication.—Ed.)

Allied Artists

6303	Black Zoo	May
6304	55 Days At Peking	July
6305	Shock Corridor	Oct.
6306	The Gun Hawk	Oct.
6307	Cry of Battle	Oct.
6308	War Is Hell	Dec.
6309	Gun Fight At Comanche Creek	Nov:
6310	A Life In Danger	Feb.
	Year Of The Tiger	Nov.
6401	Soldier In The Rain	Dec.
	A Yank In Viet-Nam	Feb.
	Now It Can Be Told	March
	The Strangler	April
	The Naked Kiss	May

American-International

801	Dementia #13	June
802	The Mind Benders	April
803	Operation Bikini	March
804	The Terror	July
805	The Young Racers	May
806	California	March
807	Free, White And 21	March
808	Erik, The Conqueror	April
809	X-The Man With The X-Ray Eyes	Oct.
810	Beach Party	Aug.
812	Haunted Palace	Sept.
813	Summer Holiday	Oct.
814	Evil Eye	May
815	Black Sabbath	May
816	Pyro	Nov.
817	Goliath And The Sins Of Babylon	Dec.
	Samson And The Slave Queen	Dec.
818	Some People	Feb.
819	The Comedy Of Terrors	Jan.
820	Under Age	Feb.
822	Commando	Feb.
823	Torpedo Bay	Feb.
A01	Muscle Beach Party	March
A02	Goliath And The Island Of Vampires	April
A03	Last Man On Earth	April
A04	The Unearthly Stranger	April

Buena Vista

140	Son Of Flubber	Feb.
141	Miracle Of The White Stallions	March
143	Savage Sam	July
144	Summer Magic	Aug.
	Fantasia—RE	Oct.
	20,000 Leagues Under The Sea—RE	Oct.
	The Incredible Journey	Nov.
	Sword In The Stone	Dec.

Columbia

703	The Interns	Aug.
704	3 Stooges In Orbit	Aug.
705	Damn The Defiant	Sept.
706	Best Of Enemies	Sept.
707	Ring-A-Ding Rhythm	Sept.
708	Requiem For A Heavyweight	Oct.
709	Two Tickets To Paris	Oct.
710	The Pirates Of Blood River	Nov.
711	We'll Bury You	Aug.
712	The War Lover	Nov.
713	Barrabas	Dec.
714	Lawrence Of Arabia	Jan.
715	Diamond Head	Feb.
718	The Man From The Diners' Club	April
719	Bye, Bye Birdie	April
721	Fury Of The Pagans	May
722	Jason And The Agronauts	June
001	13 Frightened Girls	July
002	Gidget Goes To Rome	Aug.
003	Just For Fun	Oct.
005	In The French Style	Sept.
006	3 Stooges Go Around The World In A Daze	Sept.
	Siege Of The Saxons	Sept.
007	The Old Dark House	Oct.
008	Maniac	Oct.
009	The Running Man	Oct.
	Under The Yum Yum Tree	Nov.
	The Cardinal	Dec.
	Dr. Strangelove	Jan.
	Strait-Jacket	Jan.
	The Victors	Feb.
	Lileth	March
	Swingin' Maiden	March
	Psyche 59	March
	The Quick Gun	April

Embassy

Face In The Rain	March
The Bear	March
Passionate Thief	April
Aphrodite, Goddess Of Love	April
The Light Fantastic	April
Landru	May
Young Girls Of Good Family	June
The Three Penny Opera	Sept.
The Conjugal Bed	Sept.
A Ghost At Noon	Oct.
The Empty Canvas	Nov.

MGM

401	The Haunting	Sept.
402	V.I.P.'s	Sept.
403	Murder At The Gallop	
404	The Wheeler Dealers	Nov.
	Mutiny On The Bounty	
406	Hootenanny Hoot	Aug.
	Vice And Virtue	Sept.
409	Twilight Of Honor	Oct.
S421	Any Number Can Win	Feb.
	MGM's Big Parade Of Comedy	March
	Gladiator's Seven	Nov.
412	The Prize	Dec.
	Children Of The Damned	Jan.
	A Global Affair	Jan.
	Sunday In New York	Feb.
	Mail Order Bride	Feb.
	Of Human Bondage	
	Seven Faces Of Dr. Lao	April
	Kissin' Cousin	April
	Tamahine	April
	Advance To The Rear	April
	Night Must Fall	April
	Rhino	May
	Golden Arrow	May
	Gladiators Seven	May
	Viva Las Vegas	June
	How The West Was Won	June
	The Unsinkable Molly Brown	July
	Looking For Love	July
	Honeymoon Hotel	Aug.
	Night Of The Iguana	Aug.

MGM Reissues

"THE WORLD HERITAGE" PICTURES

Group One	
"David Cooperfield"—W. C. Fields	132m.
"Pride and Prejudice"—Laurence Olivier	116m.
'Captains Courageous"—Spencer Tracy	116m.
"Little Women"—Elizabeth Taylor	122m.
Group Two	
"A Tale of Two Cities"—Ronald Colman	128m.
"Kim"—Errol Flynn	113m.
"Julius Caesar"—Marlon Brando	121m.
"The Good Earth"—Paul Muni	128m.

GOLDEN OPERETTA SERIES

Group One

- Rudolph Friml's "Rose Marie"
- Franz Lehar's "The Merry Window"
- Johann Strauss' "The Great Waltz"
- Victor Herbert's "Sweethearts"
- Sigmund Romberg's "The Girl of the Golden West"

Group Two

- Victor Herbert's "Naughty Marietta"
- Sigmund Romberg's "The Student Prince"
- Sigmund Romberg's "Maytime"
- Lerner and Loew's "Brigadoon"
- Rudolph Friml's "The Firefly"
- Noel Coward's "Bittersweet"

Paramount

R6301	Don't Give Up The Ship—RE	Sept.
R6302	Rock-A-Bye Baby—RE	Sept.
6303	Wives And Lovers	Oct.
6304	A New Kind Of Love	Oct.
6305	Fun In Apaculo	Nov.
6306	Who's Minding The Store?	Dec.
6307	All The Way Home	Nov.
R6308	To Catch A Thief—RE	Oct.
R6309	Vertigo—RE	Oct.
6310	Who's Been Sleeping In My Bed?	Dec.
6312	Love With The Proper Stranger	Feb.
6313	Seven Days In May	March
6314	Law Of The Lawless	May
6316	Paris When It Sizzles	April
6317	Son Of Captain Blood	May
6318	Paris Pick-Up	Oct.
6319	Becket	April
	The Fall Of The Roman Empire	May
	Lady In A Cage	June

20th-Fox

221	The Longest Day	July
301	Sodom And Gomorrah	Jan.
302	Marilyn	Sept.
303	The Young Guns Of Texas	Jan.
304	The Day Mars Invaded Earth	Jan.
305	The Lion	Feb.
306	The Robe—Re.	Feb.
307	Nine Hours To Rama	April
308	Thirty Years Of Fun	Feb.
309	The Stripper	June
311	The Leopard	Oct.
312	Condemned Of Altona	Sept.
320	A Farewell To Arms—Re.	Sept.
313	House Of The Damned	March
315	The Yellow Canary	May
316	Police Nurse	May
317	Harbor Lights	Dec.
319	Of Love And Desire	Aug.
322	Lassie's Greatest Adventure	Sept.
	The Young Swingers	Sept.
323	Take Her, She's Mine	Nov.
326	Thunder Island	Oct.
	Move Over, Darling	Dec.
401	Man In The Middle	Jan.
	Surf Party	Jan.
	Shock Treatment	Feb.
	Eyes Of Anne Jones	Feb.
	The Third Secret	March
	The Curse Of The Living Corpse	April
	Horror Of Party Beach	April

United Artists

6231	Love Is A Bell	March
6232	Sword Of The Conqueror	Sept.
6233	Pressure Point	Sept.
6236	Vampire And The Ballerina	
6301	Two For The See Saw	Feb.
6306	Five Miles To Midnight	Feb.
6307	Dr. No	May
6308	The Caretakers	Aug.
	Diary Of A Madman	Apirl
6309	Love Is A Bell	March
	Five Miles To Midnight	March
6311	I Could Go On Singing	April
6313	Isma La Douce	July
6314	Call Me Bwana	June
	The Great Escape	July
6316	Toys In The Attic	Aug.
6318	Twice Told Tales	Oct.
6319	Johnny Cool	Oct.
6320	My Son, The Hero	Oct.
6321	Lilies Of The Field	Sept.
6322	McClintock	Nov.
6323	The Stolen Hours	Oct.
	Flight From Ashiya	
	Tom Jones	Feb.
6402	Kings Of The Sun	Dec.
	Ladybug, Ladybug	Jan.
6406	One Man's Way	Feb.
6403	The Pink Panther	March
	Flight From Ashiya	April
	From Russia With Love	April
	The Best Man	May
	World Of Henry Orient	June
	For Those Who Think Young	June

Universal

6301—	Freud: The Secret Passion	Jan.
6304	Forty Pounds Of Trouble	Feb.
6305	Mystery Submarine	Feb.
6306	To Kill A Mockingbird	March
6307	The Birds	April
6308	The Ugly American	April
6309	Paranoiac	May
6310	Showdown	May
6311	Tammy And The Doctor	June
6312	Lancelot And Guinevere (Sword Of Lancelot)	June
6313	A Gathering Of Eagles	July
6314	King Kong vs. Godzilla	July
6315	The List Of Adrian Messenger	May
6316	The Thrill Of It All	Aug.
6317	The Traitors	Aug.
6318	Kiss Of The Vampire	Sept.
6319	For Love Or Money	Oct.
6320	Dark Purpose	Dec.
	Charade	Jan.
	Young And Willing	Jan.
	Dream Maker, The	Feb.
	Man's Favorite Sport?	Feb
	Hide And Seek	Feb.
	The Gunhand	Feb.
	Hide And Seek	Mar.
	Captain Newman, M.D.	April
	He Rides Tall	April
	The Brass Bottle	May
	The Raiders	May
	The Chalk Garden	June

Warners

251	The Chapman Report	Oct.
252	What Ever Happened To Baby Jane	Nov.
253	Gay Purr-ee	Nov.
254	Gypsy	Dec.
255	Term Of Trial	Feb.
256	Days Of Wine And Roses	Feb.
257	Giant—Re.	March
259	Critic's Choice	April
260	Auntie Mame—Re.	May
261	A Summer Place—Re.	May
263	Black Gold	June
264	Island Of Love	June
265	Spencer's Mountain	July
266	PT 109	July
351	Wall Of Noise	Sept.
352	The Castillian	
353	Rampage	Oct.
354	Mary, Mary	Nov.
355	Palm Springs Week-End	Nov.
356	Four For Texas	Jan.
357	Dead Ringer	Feb.
358	America, America	Feb.
359	The Incredible Mr. Limpet	March
360	Man From Galveston, The	Jan.
361	Dr. Crippen	Feb.
362	Act One	April
	Distant Trumpet	May

CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (Help and Situations Wanted advertising not accepted. See "A-Man" CORNER on this page.)

BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combinations. Can be used for KENO $3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

CONCESSIONS MEN WANTED

NATL. ORGANIZATION NEEDS MEN who qualify as supervisor for concessions; food—drink—novelties and souvenirs. To age 45. Send complete resume incl. salary desired. BOX 266, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

EQUIPMENT WANTED

USED 35mm and 16mm theatre and portable projectors and movie cameras. Will pick up and remove. G. SARTI, 183 Scharer Ave., Northvale, N. J.

SPEAKER CONES

DRIVE-IN THEATRE SPEAKER CONES BAD? We buy; rebuild; sell. Mail us sample(s) of the type(s) and size(s) of used cone(s) you have available to offer for sale to us, or to be rebuilt for you. Please do not write for price quotes; SEND SAMPLE(S). We will send you sample cone FREE, with full details and prices. WESTERN ELECTRONICS CO., Dept CA, 3311 Houston Ave., Houston, Texas 77009.

THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY INC., 100 Taylor Street, Nashville 8, Tennessee.

THEATRES WANTED

WANTED THEATRES in Florida. Drive-ins or hardtops. Send full info. STARLITE-HENRIETTA CORP., 2970 W. Henrietta Rd., Rochester, N. Y.

USED EQUIPMENT

COMPLETE BOOTH, Brenkert projector. Bargain, must sell. A. H. CARRATT, Starke, Florida.

TWO 200 AMP. HERTNER generators with 20 hp motors. Excellent condition. Ideal for drive-in theatre. Not compound wound, therefore must be used one generator to each lamphouse. $1,000.00 pair, FOB San Francisco. ORIAN GARDNER, 1866 23rd Avenue, San Francisco, Calif.

FOR SALE. ALTEC-LANSING ELECTRO-DYNAMIC SPEAKER SYSTEM. Hi-frequency multicellular horn, drivers, complete baffle system with 15-inch speakers. Like new. $350 F. O. B. SURF THEATRE, 4510 Irving, San Francisco, Calif.

WINDOW CARDS

WEEKLY THEATRE and drive-in cards, 100-14 x 22-$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

Buying? Selling? USE CLASSIFIED!
Need a Man? Need a Job? See Below!

The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you* are looking for a job . . . or IF you* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

***A (WO)MAN is also welcome . . . but in this preponderantly male business. she should specify her sex.**

MANAGER WANTED: Downtown theatre, Northern Ohio, permanent position with small chain. Send resume, photograph, salary requirement. **BOX A48, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

MANAGERS: Positions open with progressive organization. Benefits. Send complete resume, photograph. Reply to **ASSOCIATED INDEPENDENT THEATRES, 2075A Newbridge Road, Bellmore, N. Y. SUnset 5-7607.** (48)

PROMOTION MINDED MANAGERS wanted. Permanent, insurance benefits, expanding circuit needs you all. Replies strictly confidential. Send complete resume, photograph, salary requirements. **BOX A48, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

AVAILABLE, city or district manager, 11 years experience. All phases. College background. Under 30. Formerly top northern circuit. Best references. Relocate for right salary. Contacts wanted. **BOX B325, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

HELP WANTED: Experienced projectionist. **THUNDERBIRD DRIVE-IN THEATRE,** West Sunrise Blvd., Ft. Lauderdale, Fla. Phone LU 3-7733. (48)

WANTED! Experienced, aggressive manager for drive-in theatre located in Connecticut. Top salary, and fringe benefits. **BOX C325, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

EXPERIENCED drive-in and conventional manager available now! Strong background in first run operations. Family, age 39, excellent references. **BOX D325, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

DISTINGUISHED PERSONALITY, strictly high class operation man. Wishes to relocate major Nevada city only. Drive-in preferred. Best reference. **BOX E325, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

MANAGER, desires permanent position in New England. Thoroughly experienced in conventional and drive-in theatres and publicity. Reply to **BOX A325, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.**

Address all Correspondence to— ***The A—MAN Corner*** **{Motion Picture Exhibitor**
317 N. Broad St., Phila., Pa. 19107

HANDY SUBSCRIPTION BLANK

Yes, start sending

MOTION PICTURE

EXHIBITOR

plus

Showmen's Trade Review

TO:

Name ....

Title ....

Address ....

....

....

★

☐ Enclosed ☐ Or bill me

☐ $2.00 for one year

☐ $3.50 for two years

☐ $5.00 for three years

(Outside Western Hemisphere)

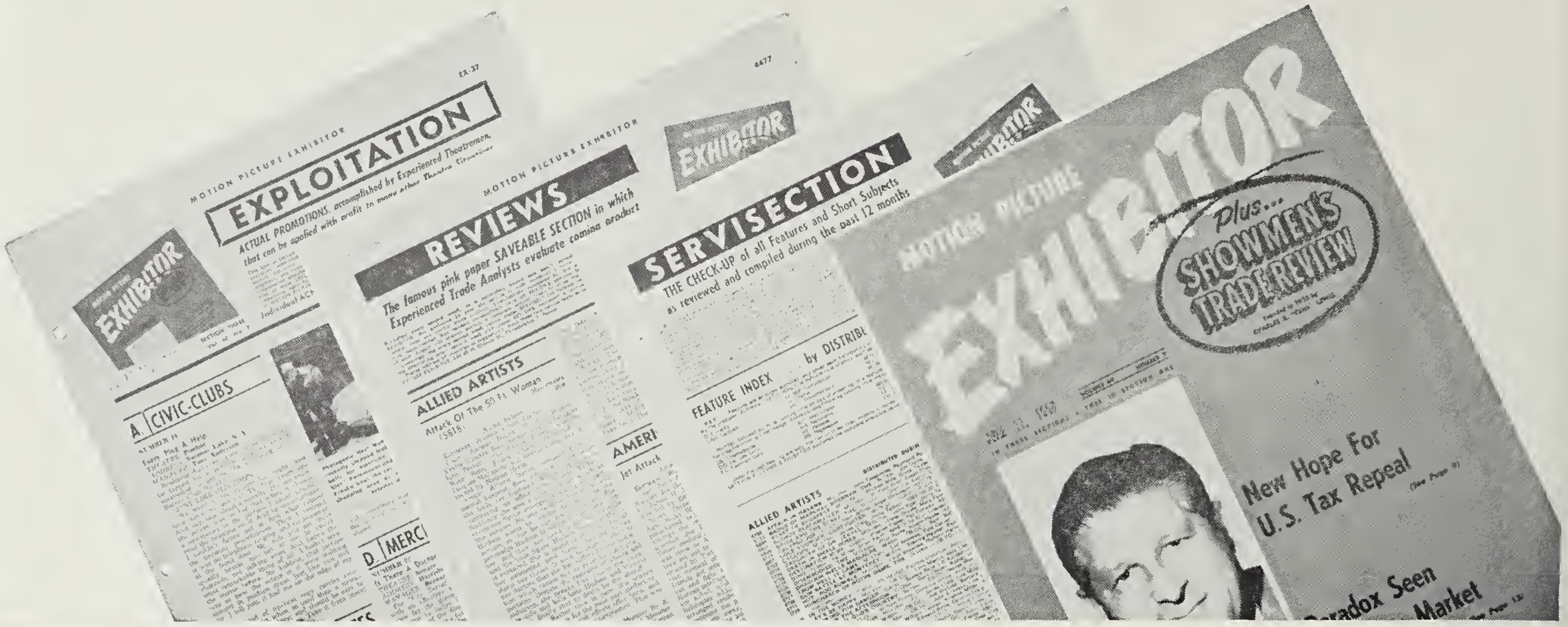
☐ $5.00 one year

☐ $8.00 two years

☐ $11.00 three years

CLIP and MAIL TODAY TO

317 N. Broad St., Phila., Pa. 19107


MOTION PICTURE EXHIBITOR
EXPLOITATION
ACTUAL PROMOTIONS, accomplished by Experienced Theatremen, that can be applied with profit in many other Theatre Situations
CIVIC-CLUBS
REVIEWS
The famous pink paper SAVEABLE SECTION in which Experienced Trade Analysts evaluate coming product
ALLIED ARTISTS
SERVISECTION
THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months
FEATURE INDEX
by DISTRIB
EXHIBITOR
MOTION PICTURE
Plus...
SHOWMEN'S TRADE REVIEW
New Hope For U.S. Tax Repeal
Paradox Seen
Market

• most CANDID
• most COMPLETE
• most THEATRE-WISE

of ALL Trade Paper REVIEWING and BOOKING Services.

•

MORE Pictures Reviewed · · · MORE Data in Each Review · · · and MORE Easily Saveable for Quick Reference, either now or in the years to come.

•

Coupled with "theatre wise" news and views · · · these are the reasons why nearly 80* out of every 100 subscribers to M.P.E. are EXHIBITORS. (*TOPS in the field!)

Scanned from the collection of the
Karl Thiede

Coordinated by the
Media History Digital Library
www.mediahistoryproject.org

Funded by a donation from
Richard Scheckman